

GEORGIA INSTITUTE OF TECHNOLOGY

ENGINEERING EXPERIMENT STATION

INDUSTRIAL DEVELOPMENT DIVISION

BARTOW COUNTY GEORGIA

ECONOMIC ANALYSIS STUDY

Project A - 640

COOSA VALLEY AREA PLANNING AND
DEVELOPMENT COMMISSION

Georgia Department of Industry and Trade
Atlanta, 1963

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BARTOW COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

PART I
ANALYSIS OF POPULATION, EMPLOYMENT AND LABOR FORCE

COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION

REVIEW
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BARTOW COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part I
ANALYSIS OF POPULATION, EMPLOYMENT AND LABOR FORCE

Prepared under Contract with the
COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
Box 1424 Rome, Georgia

by

Northwest Georgia Branch
Industrial Development Division
Engineering Experiment Station
GEORGIA INSTITUTE OF TECHNOLOGY
Box 1261 Rome, Georgia

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of the Housing and Home Finance Agency, under the
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by Section 701 of the Housing Act
of 1954, as amended.

Georgia Department of Industry and Trade
100 State Capitol, Atlanta 3, Georgia
November 1962

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Foreword and Acknowledgments

This report is one of a series of more than 60 being prepared by staff members of the Industrial Development Division as part of a contract which the Division is carrying out for the Coosa Valley Area Planning and Development Commission. The overall series is, in turn, part of the broader program of research and technical assistance which Georgia Tech, through the Division's Northwest Georgia Branch, is carrying out on the Coosa Valley area's industrial and economic potentials.

Through the combination of research and technical assistance with local and area development problems, the present program is designed not only to identify and analyze the area's development needs, but to provide the guidance and "follow through" necessary to see that those needs are met and that the potentials identified are actually developed.

This particular report was authored by Mrs. Amy Collins, economist on the Division's Atlanta staff. Assistance in the supplying of needed data which were available only in the study area was provided by Mr. James R. Wyatt, head, Mr. Ted St. Clair, assistant head, Mr. Wallace Bishop and Mr. Jerry Bange of the Northwest Georgia Branch. As with other aspects of the program, specialists among the more than 30 full-time staff members in Atlanta are called upon as necessary to support the four professional staff members who reside in Rome in order to better serve the Coosa Valley area.

Comments and questions regarding the study are invited.

Kenneth C. Wagner, Chief
Industrial Development Division
GEORGIA INSTITUTE OF TECHNOLOGY

I. POPULATION

Automation has created a series of challenges in Bartow County during the past few years, causing a decline in the number of agricultural workers and directly affecting manufacturing employment. Strong local efforts, however, have resulted in the creation of many new jobs through the location of new manufacturers in the area, and expansion of older companies.

The trend in agricultural employment has been consistently downward. Tractors have displaced hired hands and permitted the production of more from fewer acres. Between 1940 and 1959 land in farms dropped from 199,623 to 165,720 acres. In the same period tractors increased in number from 205 to 1,002, and value of farm products sold increased from \$1,119,270 to \$6,458,580. The number of farm workers decreased by 64%, from 2,856 in 1940 to 1,034 in 1960.

Population has been leaving the county. From 1910 to 1940 there was a net loss of 105 persons (Table 1).

Table 1
BARTOW COUNTY POPULATION CHANGE, 1910-1960

	<u>Total Population</u>	<u>Change from Previous Census Number</u>	<u>Percent</u>
1910 (April 15)	25,388	4,556	21.9
1920 (January 1)	24,527	- 861	-3.4
1930 (April 1)	25,364	837	3.4
1940 (April 1)	25,283	- 81	- .3
1950 (April 1)	27,370	2,087	8.3
1960 (April 1)	28,267	897	3.3

Source: U.S. Censuses of Population

Between 1940 and 1960 there was a 20-year gain of 2,984 persons. However, when allowance is made for the natural increase in Bartow County (total births less total deaths), this gain actually represents an out-migration of over 6,000 people -- roughly 3,600 between 1950 and 1960.

In 1910 a quarter of the population was Negro (Table 2). By 1960 this proportion had declined to 15.2%. There was a net loss of some 2,000 Negroes from 1910 to 1950 as the ratio of Negro to white population steadily decreased. A net gain of 268 Negroes between 1950 and 1960, still represented an out-migration of nearly 500 persons.

Table 2
BARTOW COUNTY POPULATION BY RACE, 1910-1960

	<u>Total</u>	<u>White</u>	<u>Non-White</u>	<u>Percent</u>	
				<u>White</u>	<u>Non-White</u>
1910	25,388	19,039	6,349	75.0	25.0
1920	24,527	18,861	5,666	76.9	23.1
1930	25,364	20,705	4,659	81.6	18.4
1940	25,283	21,073	4,210	83.3	16.7
1950	27,370	23,354	4,016	85.3	14.7
1960	28,267	23,983	4,284	84.8	15.2

Source: U.S. Censuses of Population

Table 3 shows the population breakdown by sex in the county for the past 50 years. Bartow follows the nationwide trend towards an increasing proportion of females.

Table 3
BARTOW COUNTY POPULATION BY SEX, 1910-1960

	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>Percent</u>	
				<u>Male</u>	<u>Female</u>
1910	25,388	12,762	12,626	50.3	49.7
1920	24,527	12,171	12,356	49.6	50.4
1930	25,364	12,550	12,814	49.5	50.5
1940	25,283	12,575	12,708	49.7	50.3
1950	27,370	13,516	13,854	49.4	50.6
1960	28,267	13,833	14,434	48.9	51.1

Source: U.S. Censuses of Population

The analysis of population by age groups in Table 4 sheds further light on the out-migration. The proportion of population in the 15-24 age group has been steadily declining, while older groups have increased. This follows a general tendency throughout the U. S., but, as shown in Table 5, the change is more pronounced in Bartow County than in metropolitan Atlanta, the state of Georgia or the United States. This is true both in the decrease of the 15-24 age group and in the increase of the elderly group of 65 years and over.

Table 4
BARTOW COUNTY POPULATION BY AGE
1930-1960^{1/}

Age Group	Persons				Percent Distribution			
	1930	1940	1950	1960	1930	1940	1950	1960
0-4	3,090	2,771	3,414	3,049	12.2	10.9	12.5	10.8
5-14	6,504	5,585	5,849	6,171	25.7	22.1	21.4	21.8
15-24	5,451	5,253	4,496	4,305	21.5	20.8	16.4	15.2
25-34	3,255	4,063	4,055	3,465	12.8	16.1	14.8	12.3
35-44	2,712	2,800	3,693	3,698	10.7	11.1	13.5	13.1
45-54	2,132	2,194	2,495	3,266	8.4	8.7	9.1	11.5
55-64	1,218	1,446	1,734	2,119	4.8	5.7	6.3	7.5
65 & over	995	1,171	1,634	2,194	3.9	4.6	6.0	7.8
Unknown	7							
Total	25,364	25,283	27,370	28,267	100.0	100.0	100.0	100.0

^{1/} Censuses of 1910 and 1920 do not give information by comparable age groups by county.

Source: U.S. Censuses of Population

Table 5
SELECTED AGE-GROUP COMPARISONS
1940-1960

	Percent of Total Population			
	<u>Bartow County</u>	<u>Metropolitan Atlanta</u>	<u>State of Georgia</u>	<u>United States</u>
Age 15-24				
1940	20.8	18.9	20.3	18.2
1950	16.4	15.9	16.5	14.7
1960	15.2	14.3	15.3	13.4
Change 1940-60	-5.6	-4.6	-5.0	-4.8
Age 65 and over				
1940	4.6	4.9	5.1	6.8
1950	6.0	6.4	6.4	8.2
1960	7.8	6.5	7.4	9.2
Change 1940-60	3.2	1.6	2.3	2.4

Source: U.S. Censuses of Population

A closer look at what is happening can be obtained by checking the age group 5-14 years when it becomes the 15-24 age group of the following census. This is done in Table 6, where the 5-14 age groups of both 1940 and 1950 are compared with the 15-24 age groups shown in the 1950 and 1960 censuses.

The decline in the U. S. figures is due chiefly to men in the 15-24 age group being abroad in the armed forces. This factor also applies to the other areas shown, and the Atlanta figures should also exclude those students who are in the area only temporarily to attend institutions of higher education. These modifications, however, would not alter the overall picture of the changes taking place. Youngsters leaving school and entering the labor force are unable to find work in predominantly rural counties such as Bartow and are attracted by the job opportunities in big cities such as Atlanta.

Table 6
THE SHIFTING PATTERN OF POPULATION REACHING WORKING AGE

	<u>Bartow County</u>	<u>Metropolitan Atlanta</u>	<u>State of Georgia</u>	<u>United States</u>
1940, Age 5-14	5,585	92,962	644,065	22,534,378
1950, Age 15-24	<u>4,496</u>	<u>115,743</u>	<u>567,999</u>	<u>22,220,676</u>
Change: Persons	-1,089	+22,781	-76,066	- 313,702
Percent	- 19.5	+ 24.5	- 11.8	- 1.4
1950, Age 5-14	5,849	112,279	666,501	24,429,601
1960, Age 15-24	<u>4,305</u>	<u>144,979</u>	<u>602,765</u>	<u>24,020,004</u>
Change: Persons	-1,544	+32,700	-63,736	- 409,597
Percent	- 26.4	+ 29.1	- 9.6	- 1.7

Source: U.S. Censuses of Population

The 15-24 age group also shows major losses after a 10-year period when it has become the 25-34 group. Trends of this and other 10-year age groups can be seen in Table 4 by following the groups down one step for each census year -- bearing in mind the increasing death rate likely in the older groups.

Table 7 gives the years of school completed by persons 25 years and over for the years 1950 and 1960. The education of the county population has improved over the past decade, with the median number of school years completed increasing from 7.4 to 8.0 for the white population and from 5.0 to 6.4 for Negroes. These figures would be higher were it not for the migration out of the county -- it is the better-educated section of the population that can compete successfully for jobs elsewhere.

Even with this modification in mind, there are still too many children dropping out of school with an inadequate education. Nearly 65% of persons 25 years and over living in the county in 1960 had never been to high school.

Table 7

YEARS OF SCHOOL COMPLETED BY PERSONS 25 YEARS AND OVER, BARTOW COUNTY

1950 and 1960^{1/}

	Persons				As Percent of Persons 25 Yrs. and Over			
	1950		1960		1950		1960	
	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Persons 25 yrs. & over	11,595	2,000	12,759	1,947	100.0	100.0	100.0	100.0
No school yrs. completed	440	250	396	172	3.9	12.7	3.1	8.8
Elementary: 1-4	2,305	730	2,136	493	20.1	37.2	16.7	25.3
5 and 6	2,235	425	2,029	441	19.5	21.7	15.9	22.7
7	2,005	255	1,837	249	17.5	13.0	14.4	12.8
8	1,020	85	1,565	183	8.9	4.3	12.3	9.4
High School: 1-3	2,100	160	2,146	250	18.3	8.2	16.8	12.8
4	445	15	1,531	112	3.9	.8	12.0	5.8
College: 1-3	565	15	586	18	4.9	.8	4.6	.9
4 or more	340	25	533	29	3.0	1.3	4.2	1.5
Not reported	140	40						
Median school yr. completed	7.4	5.0	8.0	6.4				

^{1/} Data not available by county for earlier years.

Source: U.S. Censuses of Population

II. EMPLOYMENT AND LABOR FORCE

The Bartow employed labor force increased by 27.3% between 1940 and 1960 in spite of the decrease in farm workers and the automation of textile operations (Table 8). The labor force composition changed, with a higher proportion of women seeking employment. In 1960 over 35% of labor was female compared with 25% in 1940. Men available for work increased by only 352 persons in the 20 years; women available increased 1,677.

Table 8
BARTOW COUNTY LABOR FORCE, 1940-1960
(By Place of Residence)

	Total			Change 1940-60	
	1940	1950	1960	Number	Percent
Persons 14 yrs. & over	17,488	18,663	19,572	2,084	11.9
Labor force	9,362	9,839	11,391	2,029	21.7
Employed	8,404	9,244	10,696	2,292	27.3
Unemployed	958 ^{a/}	595	695	- 263	-27.5
<u>Male</u>					
Persons 14 yrs. & over	8,586	9,007	9,461	875	10.2
Labor force	7,034	7,169	7,386	352	5.0
Employed	6,228	6,773	7,019	791	12.7
Unemployed	806 ^{a/}	396	367	- 439	-54.5
<u>Female</u>					
Persons 14 yrs. & over	8,902	9,656	10,111	1,209	13.6
Labor force	2,328	2,670	4,005	1,677	72.0
Employed	2,176	2,471	3,677	1,501	69.0
Unemployed	152 ^{a/}	199	328	176	115.8

^{a/} Includes persons on public emergency work.

Source: U.S. Censuses of Population

Since these figures are by place of residence rather than place of work, the low increase in the number of male workers points up the migration

of population from the county. Many women entered the labor market while the men sought to re-establish themselves in new jobs. With only a limited number of new job opportunities in the county, displaced workers and youngsters entering the labor force were forced to look further afield.

Tables 9 and 10 show the variation in employment between 1940 and 1960 by type of industry. The drop in agricultural employment is particularly noticeable -- from 34.3% in 1940 to 9.9% in 1960. There was some fluctuation in textile employment. Several mills closed down in the early fifties, but new companies opened up and losses were recovered by 1960.

Table 9
BARTOW COUNTY EMPLOYMENT, 1940-50-60
(By Place of Residence)

	<u>Employees</u>			<u>Percent Distribution</u>		
	<u>1940</u>	<u>1950</u>	<u>1960</u>	<u>1940</u>	<u>1950</u>	<u>1960</u>
Agriculture	2,856	2,139	1,034	34.3	23.7	9.9
Forestry, fisheries, mining	454	277	309	5.5	3.1	3.0
Construction	252	673	772	3.0	7.4	7.4
Manufacturing	2,394	2,948	4,087	28.7	32.6	39.1
Transportation, com- munications, utilities	245	395	470	2.9	4.4	4.5
Wholesale trade	55	90	180	.7	1.0	1.7
Retail trade	623	986	1,326	7.5	10.9	12.7
Finance, insurance, real estate	71	107	244	.9	1.2	2.3
Service and miscellaneous	1,374	1,416	2,020	16.5	15.7	19.4
Not reported	80	213	254			
Total	8,404	9,244	10,696	100.0	100.0	100.0

Source: U.S. Censuses of Population

Table 10
BARTOW COUNTY EMPLOYMENT IN MANUFACTURING, 1940-50-60
(By Place of Residence)

	Employees			Percent Distribution		
	1940	1950	1960	1940	1950	1960
Food	45	71	184	1.9	2.4	4.5
Textiles	1,692	1,961	2,008	70.7	66.5	49.1
Apparel	235	308	677	9.8	10.5	16.6
Furniture, lumber and wood	228	349	238	9.5	11.9	5.8
Printing and publishing	23	41	70	1.0	1.4	1.7
Chemicals	57	109	161	2.4	3.7	4.0
Primary and fabricated metals	3	15	13	.1	.5	.3
Machinery except, electrical	6	9	40	.2	.3	1.0
Electrical machinery, equipment	-	4	50	-	.1	1.2
Transportation equipment	-	21	412	-	.7	10.1
Other	<u>105</u>	<u>60</u>	<u>234</u>	<u>4.4</u>	<u>2.0</u>	<u>5.7</u>
Total	2,394	2,948	4,087	100.0	100.0	100.0

Source: U.S. Censuses of Population

Some of the growth shown by 1960 in various sectors of industry can be attributed to the first results of local development efforts, but many of the new jobs listed at this time were held by commuters to other counties. (Since the data are again by place of residence, they include workers traveling to work outside their home county.)

The Georgia Department of Labor has made estimates for April 1959 and January 1962 of workers whose place of employment is Bartow County (Table 11). The classifications used are in some respects not comparable with those of the Census, but some general conclusions can be drawn from a comparison of the figures with those for 1960 in Tables 9 and 10, when added to available data on commuting patterns.

Table 11
BARTOW COUNTY EMPLOYMENT
(By Place of Work)

	<u>April 1959</u>	<u>January 1962</u>
Farm and forestry	1,240	560
Nonfarm		
Wage and salary workers, except domestics:		
Construction	80	150
Manufacturing		
Food and kindred products	80	120
Textile mill products	1,630	2,020
Apparel and other finished textile products	550	730
Lumber and wood products, except furniture	40	40
Printing, publishing and allied industries	*	50
Chemicals and allied products	*	140
Stone, clay and glass products	130	140
Metals and machinery	*	10
All other manufacturing	180	10
(Total manufacturing)	(2,610)	(3,260)
Transportation, communications, utilities	180	180
Wholesale and retail trade	950	1,190
Finance, insurance and real estate	70	110
Service	320	360
Government	670	740
All other non-manufacturing	260	330
Self-employed, unpaid family workers and domestics	<u>1,130</u>	<u>1,100</u>
Total employed	7,510	7,980

*Included in "All other manufacturing"

Source: Georgia Department of Labor

Employed persons resident in Bartow County in 1960 numbered 10,696. About 20% of these traveled to work outside the county, chiefly to Cobb, Floyd, Fulton and DeKalb counties. These commuters found jobs in many types of industry -- construction, trade, services -- but the strongest outside magnet was manufacturing. Some of the workers developed new skills and now hold down jobs of a type that do not exist in Bartow County at the present time -- particularly in transportation equipment, with the Lockheed plant not far away in Cobb County.

The costs involved in traveling some distance to work are, in general, offset by attractive wages. Table 12 gives wage rates offered during the first quarter of 1962 in Atlanta compared with those of Bartow County. Plumbers appear to have been at a premium in Bartow County during this period, but the average worker could find better rates by commuting to larger urban centers.

Table 12
COMPARATIVE WAGE RATES BARTOW COUNTY AND ATLANTA
(First Quarter, 1962)

	<u>Bartow County</u>	<u>Atlanta</u>	
		<u>Non-Union</u>	<u>Union</u> ^{1/}
Carpenter	\$ 1.60 - \$ 2.00 hr.	\$ 1.75 - \$ 2.75 hr.	\$ 3.24 - \$ 4.00 hr.
Electrician	1.35 - 2.50 hr.	2.25 - 2.75 hr.	2.75 - 3.25 hr.
Plumber	3.00 - 5.00 hr.	2.50 - 3.00 hr.	3.25 - 4.00 hr.
Painter	1.50 - 2.75 hr.	1.75 - 2.50 hr.	2.25 - 2.85 hr.
Laborer, common	1.15 - 1.25 hr.	1.15 - 1.50 hr.	1.38 - 2.00 hr.
Machinist	1.45 - 1.85 hr.	2.25 - 2.75 hr.	2.75 - 3.25 hr.
Mechanic, maintenance	1.25 - 2.00 hr.	2.00 - 2.75 hr.	2.57 - 3.09 hr.
Welder	1.25 - 2.00 hr.	1.50 - 2.00 hr.	2.42 - 3.09 hr.
Clerk, office	35.00 - 65.00 wk.	50.00 - 70.00 wk.	
Secretary	40.00 - 80.00 wk.	75.00 - 95.00 wk.	

^{1/} Production workers -- not construction.

Source: Georgia Department of Labor

III. FORECAST OF TRENDS IN POPULATION AND EMPLOYMENT

It is not realistic to make forecasts solely by mechanical projections of past trends without taking into account the changing patterns of economic activity. Past performance is only one indicator -- basic factors of local resources and programs must be considered, as well as the way they might fit in with or be influenced by current regional trends.

Estimates of future economic developments, based on reasonable assumptions of various interrelated factors, can be proved wrong almost overnight by such things as the decision of a major manufacturer to settle in or near the area, the rerouting of a major highway, the building of a reservoir, or the discovery of new uses for certain raw materials. Such possibilities cannot be considered where there is no present indication of their development.

A basic premise is, of course, that there will be no national upheaval due to any major military action. Given a stable national economy, the following local developments are anticipated:

1. Local manufacturing jobs will increase by 30% to 40%.
2. Commuting to jobs outside Bartow County will continue to grow.
3. Agricultural employment will decline.

The growth of manufacturing employment is the dynamic factor in current economic development. New factory jobs pull in or retain workers and their families, and the growing population creates a demand for increased services and facilities.

The prospects for new manufacturing in Bartow County are very promising. Good industrial sites are available, and the completion of Interstate 75 will open up even more land. Progressive leadership backed by the strong support of local citizens has already brought many new industries into the area. Continued efforts to upgrade educational levels will make the county more attractive to companies requiring skilled labor.

One possible problem is the future development of the textile and apparel industries. Two-thirds of the 1960 manufacturing employment was in these two industries. If tariffs and other import restrictions are

reduced in the national effort to secure export markets, foreign competition in some textile and garment industries might become troublesome.

Some of the new companies recently established are also in the textile field, but others are giving the county a broader economic base. The possibilities for even greater diversification are good, since Bartow is well placed to supply factories in Atlanta and Chattanooga with fabricated parts, metal work, etc., on a subcontract basis.

Commuting to jobs outside Bartow will increase substantially, particularly to Atlanta and Chattanooga. The completion of Interstate 75 will strengthen this trend.

The anticipated increase in local manufacturing, plus stepped-up commuting to other counties, will mean a growing population, which in turn will create more local jobs in construction, trade, utilities and all types of services. By 1980 manufacturing employees are expected to number about 5,500, with a total labor force of 13,000. Only 2% of this total will be employed in agriculture.

Population in the county will increase to roughly 34,000, an over-all increase of over 20% between 1960 and 1980, compared with less than 12% increase in the 20 years prior to 1960.

These forecasts are summarized in Table 13.

Table 13

FORECAST OF BARTOW COUNTY POPULATION AND EMPLOYMENT, 1980

	<u>1960</u>	<u>1980</u>	<u>Increase 1960 - 1980</u>	
			<u>Number</u>	<u>Percent</u>
Manufacturing employment (by place of residence)	4,087	5,500	1,413	34.6
Total labor force (by place of residence)	11,391	13,000	1,609	14.1
Total population	28,267	34,000	5,733	20.3

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Foreword and Acknowledgments

This report is one of a series of more than 60 being prepared by staff members of the Industrial Development Division as part of a contract which the Division is carrying out for the Coosa Valley Area Planning and Development Commission. The overall series is, in turn, part of the broader program of research and technical assistance which Georgia Tech, through the Division's Northwest Georgia Branch, is carrying out on the Coosa Valley area's industrial and economic potentials.

Through the combination of research and technical assistance with local and area development problems, the present program is designed not only to identify and analyze the area's development needs, but to provide the guidance and "follow through" necessary to see that those needs are met and that the potentials identified are actually developed.

This particular report was authored by Mrs. Amy Collins, economist on the Division's Atlanta staff. Assistance in the supplying of needed data which were available only in the study area was provided by Mr. James R. Wyatt, head, Mr. Ted St. Clair, assistant head, Mr. Wallace Bishop and Mr. Jerry Bange of the Northwest Georgia Branch. As with other aspects of the program, specialists among the more than 30 full-time staff members in Atlanta are called upon as necessary to support the four professional staff members who reside in Rome in order to better serve the Coosa Valley area.

Comments and questions regarding the study are invited.

Kenneth C. Wagner, Chief
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I. RETAIL AND WHOLESALE TRADE

Retail trade figures for Bartow County are summarized in Table 1. Retail sales have increased at a much faster rate than the population, in spite of the out-migration of youngsters just developing earning power and the increase -- both numerical and proportionate -- of the older people in the county. Part of the growth in dollar volume of sales can be attributed to inflation, but if the 1939 figures are converted to 1958 dollar values (\$7,565,000) the increase over the 19 years between 1939 and 1958 is 158%. This compares with a 20-year increase in population between 1940 and 1960 of about 12%.

Table 1
BARTOW COUNTY RETAIL TRADE, 1939-1958

	<u>1939</u>	<u>1948</u>	<u>1954</u>	<u>1958</u>
Number of establishments	220	265	246	290
Sales (in thousands)	\$3,639	\$14,795	\$15,051	\$19,507
Payroll (in thousands)	\$ 287	\$ 1,305	\$ 1,286	\$ 1,819
Employees	392	780	714	859

Source: U.S. Censuses of Business, Retail Trade.

Employed persons (with a higher proportion of the population at work) increased by 27% (Table 8, Part I). But the growth in retail sales stems from the change in the type of job held rather than the total employment. Pushed out of agriculture, workers have found new positions that are more highly paid, so the net result has been an increase in spending power.

Table 2 gives the census information on retail sales by kinds of business and shows to what extent the local tradespeople benefited by the increased income. The most noticeable growth was in food store sales, which increased from \$805,000 in 1939 to \$5,602,000 in 1958, an increase of 596%. Allowing for inflation (the 1939 sales in terms of 1958 dollars would be approximately \$1,674,000) this increase becomes 135%, still many times higher than the rate of growth of the population. With increased pay, of course,

individual families buy more expensive luxury foods, but the basic cause of the growth in food sales again comes from the drop in agricultural employment. Farm workers buy a minimum of food from the stores -- their low money earnings are supplemented by payments in kind from the land. In Bartow County in 1940 only 72% of the products harvested were actually sold; the rest were either consumed or traded by the farmer and his hired hands. Over 1,800 people left agricultural work between 1940 and 1960 and had to turn to the stores to buy food supplies for themselves and their families.

Table 2
BARTOW COUNTY RETAIL SALES, 1939-1958

	<u>1939</u> (000)	<u>1948</u> (000)	<u>1954</u> (000)	<u>1958</u> (000)
General merchandise	\$665	\$2,248	\$1,404	\$1,411
Apparel accessories	85	713	920	1,072
Furniture, home furnishing and equipment	140	786	865	808
Food	805	3,191	4,482	5,602
Eating and drinking	192	589	865	721
Drug	121	359	543	608
Lumber, building materials, hardware, farm equipment, dealers	311	1,722	1,035	1,922
Automotive dealers	809	3,420	2,788	3,902
Gasoline service stations	280	996	986	2,371
Other retail	231	771	D	970
Non-store retail	*	*	D	120
	<u>\$3,639</u>	<u>\$14,795</u>	<u>\$15,051</u>	<u>\$19,507</u>

D - Withheld to avoid disclosure

* - Not separately classified

Source: U.S. Censuses of Business, Retail Trade.

Automotive dealers and service stations also had major gains. In addition to the nationwide boom in private car travel, many residents of

Bartow County must have had greatly increased travel costs as they sought to obtain and hold new jobs some distance from their homes while they decided whether to move their families nearer to their new place of work.

Lumber, building materials, hardware and farm equipment sales also improved, particularly from 1939 to 1948. Much of this gain can be attributed to purchases by farmers of tractors and other mechanized farm equipment.

Sales of general merchandise, apparel, and furniture, home furnishings and equipment fluctuated over the years, with a net gain that did not keep pace with other types of retail business. In 1939 these stores accounted for 24.5% of total sales, but by 1958 this proportion had dropped to 16.9%. The uncertain employment situation in the fifties affected the sales of all non-essential goods, but, in addition, the local stores suffered because of the increased mobility of the population. Customers shopping for major items of furniture, appliances and apparel are drawn to the big department stores and specialty shops of Atlanta. The ease of car travel encourages shopping trips to the big sales, where bargain-hunters are offered a wide choice combined with easy credit terms that smaller local stores cannot provide. With the building of the new freeways making Atlanta stores even more accessible, this competition is not likely to diminish.

Table 3 shows the development of wholesaling in Bartow County since 1939. The number of establishments doubled over the 19-year period and sales expanded steadily. Wholesalers now distribute a wide variety of goods -- groceries, hardware, farm supplies, auto supplies, construction materials, bulk oil, etc. -- chiefly for local markets. Wholesaling houses in Atlanta, however, still control the shipment of many major items.

Table 3
BARTOW COUNTY WHOLESALE TRADE, 1939-1958

	<u>1939</u>	<u>1948</u>	<u>1954</u>	<u>1958</u>
<u>Establishments</u>				
Merchant wholesalers	N/A	6	10	13
Other operating types	<u>N/A</u>	<u>7</u>	<u>8</u>	<u>9</u>
Total	11	13	18	22
<u>Sales (000)</u>				
Merchant wholesalers	N/A	\$1,661	\$4,162	\$4,166
Other operating types	<u>N/A</u>	<u>2,265</u>	<u>4,264</u>	<u>8,924</u>
Total	\$1,013	\$3,926	\$8,426	\$13,090
<u>Payroll (000)</u>	\$ 16	\$ 100	\$ 314	\$ 506
<u>Employees</u>	21	46	98	136

N/A Not available.

Source: U.S. Censuses of Business, Wholesale Trade.

II. SOURCES OF INCOME

Although more people were employed in farming than in manufacturing in 1939, the low cash return from agriculture caused it to rank second as a source of money income (Table 4). Between 1939 and 1959 farm employment decreased and, although the yield per acre rose, so did the costs of production. Farming as a source of money income dropped from 21.1% in 1939 to only 3.2% in 1959.

Manufacturing, after a temporary set-back due to fluctuations in textile employment, increased as a source of income as workers commuted to plants outside the county and as some new jobs began to appear locally. By 1959, 34.8% of total money income came from manufacturing salaries and wages, compared with 28.7% 20 years before.

Table 4
BARTOW COUNTY INCOME SOURCES

	<u>1939</u>	<u>1947</u>	<u>1959</u>
Farm:			
Proprietors	18.3%	14.9%	2.5%
Other workers	2.8	2.0	.7
Non-farm:			
Proprietors	10.7	11.7	12.1
Salary and wage earners:			
Mining	4.5	4.9	1.1
Manufacturing	28.7	27.7	34.8
Construction	1.6	4.2	6.8
Transportation, communications and public utilities	7.0	4.2	4.7
Government	6.3	7.9	8.6
Trade, finance, services and misc.	12.9	10.6	16.7
Miscellaneous (rents, dividends, interest, pensions, welfare payments, etc.)	7.2	11.9	12.0
Total money income	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Source: 1939 and 1947 derived from "County Income Estimates for Seven Southeastern States" by J. L. Lancaster, published by the University of Virginia; 1959 estimated from data available in 1960 Census of Population -- General Social and Economic Characteristics.

With a decreasing number of people working in farm jobs and a general increase in wage levels, family income in the county showed a marked improvement. Table 5 shows the money income received by Bartow County families by income ranges for 1949 and 1959. In 1949 over half the families had incomes of less than \$2,000; by 1959 this proportion had dropped to under one-quarter. Part of this change can be attributed to inflation, but if Bartow County median family income of \$1,896 for 1949 is converted to 1959 dollars, the resultant \$2,319 is still only 60% of the 1959 median income of \$3,850.

Table 5
BARTOW COUNTY FAMILY INCOME DISTRIBUTION, 1949-1959

<u>Income Range</u>	<u>Number of Families</u>		<u>Percent Distribution</u>	
	<u>1949</u>	<u>1959</u>	<u>1949</u>	<u>1959</u>
Under \$1,000	1,945	654	30.7	9.2
\$1,000 - \$1,999	1,340	991	21.2	14.0
2,000 - 2,999	1,440	1,018	22.8	14.4
3,000 - 3,999	760	1,032	12.0	14.6
4,000 - 4,999	415	803	6.6	11.3
5,000 - 5,999	185	825	2.9	11.7
6,000 - 6,999	75	577	1.2	8.2
7,000 - 7,999	90	407	1.4	5.7
8,000 - 8,999		252		3.6
9,000 - 9,999		163		2.3
10,000 - 14,999	75	235	1.2	3.3
15,000 - 24,999		86		1.2
25,000 and over		37		.5
	<u>6,325</u>	<u>7,080</u>	<u>100.0</u>	<u>100.0</u>
Not reported	<u>220</u>	<u>--</u>		
	6,545	7,080		
Median family income	\$1,896	\$3,850		

Source: U.S. Censuses of Population.

These figures taken by themselves look encouraging, but whereas the median family (money) income in Bartow in 1949 was almost equal to that of Georgia, by 1959 it had dropped back to 91.5% (\$3,850 compared with Georgia's \$4,208).

Additional figures on income trends are given in Tables 6 and 7, where the per capita total personal income for Bartow is compared with that of both Georgia and the United States. Over the 20-year period from 1939 to 1959 Bartow per capita income gained as a percent of Georgia. When the actual dollar gain is checked, however, Bartow is falling behind the Georgia average, with a gain of \$1,247. Converted to 1959 dollar values (Table 7), Bartow's per capita income advanced only \$856 over the 20 years, compared with \$907 for the state of Georgia and \$994 for the United States.

Table 6
PER CAPITA PERSONAL INCOME^{1/}
BARTOW COUNTY, STATE OF GEORGIA AND THE UNITED STATES,
1939, 1947 AND 1959

	<u>Bartow County</u>	<u>State of Georgia</u>	<u>United States</u>
1939	\$ 248	\$ 310	\$ 556
1947	856	884	1,316
1959	1,376	1,557	2,160
	<u>Bartow County as % of Georgia</u>	<u>Georgia as % of U. S.</u>	<u>Georgia as % of U. S.</u>
1939	80	45	56
1947	97	65	67
1959	88	64	72

^{1/} Income from all sources, including non-monetary income -- income received in kind rather than cash.

Source: Bartow County estimated. Georgia and U. S. from "Survey of Current Business" and "Personal Income by States" (Supplement to "Survey of Current Business.")

Table 7
PER CAPITA PERSONAL INCOME IN 1959 DOLLARS
BARTOW COUNTY, STATE OF GEORGIA AND THE UNITED STATES,
1939, 1947 AND 1959

	<u>Bartow County</u>	<u>State of Georgia</u>	<u>United States</u>
1939	\$ 520	\$ 650	\$1,166
1947	1,116	1,154	1,718
1959	1,376	1,557	2,160
Increase (Amount)			
1939-47	\$ 596	\$ 504	\$ 552
1947-59	260	403	442
1939-59	856	907	994

Source: Data from Table 6, modified by Department of Labor Consumer Price Index.

Most of the gain came in the first period recorded, but the closing of some textile mills and the growing loss of jobs in agriculture hampered the county's economic growth in the fifties. In more recent years new methods of operation caused a further set-back in textile employment, modifying the progress that had been made.

III. FORECAST OF TRENDS IN INCOME AND TRADE

Reference has already been made in Part I of this series of reports to the hazards of estimating future economic activity. This is particularly true when the estimates are for a small area and over an extended period. Personal judgment then becomes a major factor in the interpretation of local trends as seen against the background of the economic growth of both the region and the nation.

On a regional and national basis personal income in all types of industry has been increasing steadily as a result of the growth in productivity per worker. The increased capital investment in Georgia (and the South in general) has enabled the southern worker to take part in this increased productivity, with the result that per capita incomes are slowly climbing towards the U. S. level. These general tendencies are expected to continue over the next 20 years.

The developments forecast for Bartow County in Part I led to a population estimate of 34,000 in 1980, with a labor force of some 13,000. The increase in employment automatically insures an increase in the total income received by residents of the county. Of more significance, however, is per capita income, especially as it compares with income elsewhere. Tables 6 and 7 show the change in per capita income in Bartow County as compared with the state of Georgia and the United States, with Bartow County showing a long-run improvement. The problems behind the fluctuation of the figures have already been discussed earlier in this report and in Part I. There are still problems in the future, but the general outlook is bright.

By 1980 it is anticipated that local manufacturing will have expanded and also be more diversified. A greater number of commuters will also be working in a broad range of occupations. An increasing number of new jobs will be in higher-wage industries, as the shift from farming (with its low cash return) continues, and as the textile and apparel factories (with their comparatively low wage rates) become proportionately less important.

The overall result will be a growth in per capita income from \$1,376 in 1959 to an estimated \$2,370 in 1980, roughly 98% of the estimated Georgia figure of that date. These calculations are based on 1959 dollars; no allowance is made for changes due to inflation. The increase expected in population will push the total income received by Bartow County residents to about \$80.6 million, compared with less than \$39 million in 1959.

Retail and wholesale trade will, of course, benefit from this increased supply of dollars. Local food store sales will continue to grow with the population. So will sales of drug stores, service stations, and all other establishments that sell goods or services where convenience is of prime importance. General merchandise, apparel, furniture and appliances will have more modest gains, as they will still face strong competition from the major shopping centers, department stores and specialty shops of the nearby metropolitan areas.

Total retail sales in the county can be expected to reach some \$44 million (in 1959 dollars) by 1980, and this should mean the development of some new stores as well as possible expansions of existing facilities.

Wholesale trade will grow more slowly. The increase in retail trade will pull more commodities through local distribution channels, but the Atlanta and Chattanooga wholesale houses will continue to control the shipments of many major items. Some increase can be expected in the wholesaling operations of local manufacturers.

These forecasts are summarized in Table 8. It must be emphasized that these forecasts, while based on assumptions that appear good at the present time, are purely hypothetical. They do, however, give some dimension to the anticipated pattern of economic development and form a reasonable base for discussion of the future problems and needs of the county.

Table 8
FORECAST OF BARTOW COUNTY INCOME AND TRADE, 1980

	<u>1958/9</u> ^{1/}	<u>1980</u> ^{2/}	<u>Increase 1958/9 - 1980</u>	
			<u>Amount</u>	<u>Percent</u>
Per capita income	\$ 1,376	\$ 2,370	\$ 994	72.2
Total income	38,900,000	80,600,000	41,700,000	107.2
Total retail sales	19,507,000	44,000,000	24,493,000	125.6
Total wholesale sales	13,090,000	25,000,000	11,910,000	91.0

1/ Income for year 1959; retail and wholesale trade for year 1958.

2/ In 1959 dollars.

BARTOW COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part III
AN ANALYSIS OF EXISTING MANUFACTURERS

Prepared under Contract with the
COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
Box 1424 Rome, Georgia

by

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SUMMARY

Forty-eight manufacturing operations are being carried on in the communities of Cartersville, Adairsville, White and Kingston, or in the immediate vicinity of these communities.

This report includes data about all of these operations; however, in some instances detailed figures were omitted to avoid disclosure of individual company information of a confidential nature.

It should be noted that this analysis deals only with present day manufacturing firms, and no consideration has been given to other firms which have come and gone over the years.

The largest employment within manufacturing in Bartow County is in the textile industry. This industry accounts for over 60% of the 3,509 persons employed in manufacturing. There are 14 textile firms, including seven carpet mills, a dyeing and finishing plant, a woven bedspread plant and an infants' knitwear plant.

Eight of the 14 textile plants began operations after 1955, the oldest plant having been established in 1921.

Apparel and other finished products is the second largest category by employment. There are four firms in this industry and they employ approximately 600 people. Over 89% of the persons employed in this category are female.

The four chemical and allied product firms in the county employ approximately 8.3% of the manufacturing labor force.

Eight firms in the stone, clay and glass category account for the fifth largest manufacturing employment in the county. They employ 6.3% of all persons employed in manufacturing.

The six firms in the food and kindred products industry produce bottled drinks, poultry feeds, livestock super-concentrates, manufactured ice, sliced bacon and ham. A total of 109 persons are employed within this category.

Next in terms of employment is the printing, publishing and allied industries group.

There is one manufacturer in the petroleum refining and related industries category.

One firm is classified in the category of primary metals, which is next in order of employment.

One firm is classified in the rubber and miscellaneous plastics products industry.

Two machine shops are classified in the machinery, except electrical, category.

A new industry which makes small metal boat trailers is classified as a transportation equipment manufacturer.

I. HISTORY OF DEVELOPMENT

Industrial development in Bartow County proceeded slowly through the early 1940's. There were 16 existing manufacturing firms in the county in 1944. Seven existing firms started operations during the 10-year period from 1945 through 1954.

Within an eight-year span, 1955 through 1962, 25 existing manufacturing firms established facilities, representing over 50% of the 48 manufacturing firms presently operating in the county.

Since 1955, an average of three new firms a year have located in Bartow County. Twenty-one of these firms located in Cartersville, the county seat.

The first industrial firms to start operations in the county were a fertilizer and cotton seed oil producer and a soft drink bottler. These two firms located prior to 1906. During the period of 1916 through 1944, a new firm located every two to three years. These firms included the following: two newspaper plants, a second soft drink bottler, two sawmills with planing facilities, a large knitwear mill, a firm making gray iron castings, a large textile concern, a food processor, one garment maker, a chemical products producer, and three firms in the stone, clay and glass products category.

During the 10-year period from 1945 through 1954, seven new industries located within Bartow County. Three firms in the stone, clay and glass field and two textile mills were the largest number in specific categories. Along with the above, a general machine shop and a ladies' undergarment plant were established in Cartersville.

Cartersville and Bartow County became the beneficiary of 25 new industrial firms during the eight years from 1955 through 1962. There was a good deal of diversification in the types of firms, though the larger employers were in the textile and apparel fields. Three firms in the food and kindred products category were established, two in 1955 and one in 1962. The textile industry led in the number of firms locating in the county with 11 new facilities.

Three firms, one in each of the following categories, located during this eight year period -- apparel and other finished products; lumber and wood products, except furniture; and printing, publishing and allied industries.

Table 1
VALUE ADDED BY BARTOW COUNTY MANUFACTURERS
(1939-1962)

<u>Year</u>	<u>Number of Firms</u>	<u>Value Added (\$000)</u>
1939	25	\$ 2,347,001
1947	64	8,602,000
1954	37	9,770,000
1958	38	12,069,000
1962	48	--

Sources: U. S. Censuses of Manufactures, 1939, 1947, 1954, 1958; IDD, Georgia Tech, 1962.

During the 1947, 1954 and 1958 reporting periods indicated in Table 1, the number of firms was rather high due to the number of loggers and mobile sawmills which were then located in the county. In 1947 there were 27 firms in this category, 13 in 1954, and only eight for the 1958 reporting period. This survey revealed two mobile sawmills, seasonal in operations. Due to their low employment and movement of operations across county lines, they were not included in the current survey.

II. ORIGINS

Of the 48 manufacturing concerns in Bartow County, 33 have their home offices within the county. Three firms are branch plants with headquarters in other Georgia cities; and 12 firms are branch operations of companies headquartered outside the state of Georgia.

One of the firms, which now has its headquarters in Cartersville, moved its entire facilities from the North following the success of a pilot plant operation.

A large number of the locally owned and operated plants were originally started in the county out of a desire of management to settle in this particular area.

III. LOCATION FACTORS

As has been mentioned earlier in this report, a majority of manufacturing firms in Bartow County were founded by local citizens or residents of nearby communities. In a number of industrial categories, certain economic factors made Bartow County the logical place to locate. However, family ties and the desire to remain near home were also considered.

Several reasons for locating in Bartow County were expressed by the textile manufacturers. The principal location factors were a favorable business climate, adequate labor and good markets. In the early years of the textile industry, source of raw materials was a major factor, but with the introduction of synthetics, less emphasis has been placed on raw materials.

The apparel plants located in the county basically due to a favorable business climate and an adequate labor force.

The chemical industries located for market considerations and availability of raw materials.

Stone, clay and glass industries established operations in the county due to the availabilities of raw materials and market. One firm located because of personal desire, while another purchased an existing firm.

Manufacturers in the food and kindred products category listed markets, distribution and raw materials as their prime location factors.

A location factor in the lumber and wood products industry was the existence of a market. Two of the three concerns purchased existing plants. The one firm giving market for a reason is a branch of a southwestern company.

The three firms in the printing and publishing category are fulfilling a need within the area. Two of these firms are newspaper publishers and the third is a job printer.

The owner of the one firm in the petroleum refining and related industries group stated there was a need within the area for this type of

operation.

The purchase of an existing plant was one reason for the location of a primary metals industry, but market area and raw materials played an important part.

The firm in the rubber and plastics industry listed distribution, markets and a personal desire to locate in the county as the prime location factors considered.

In the machinery category, the owner stated there was a need in the area and he desired to establish in his home town.

IV. MANUFACTURING CATEGORIES AND PRODUCTS

There are 12 major industrial categories, as defined by the Standard Industrial Classification (SIC) Manual, represented by the 48 manufacturing firms operating production facilities in Bartow County. They are listed in Table 2.

Table 2

BARTOW COUNTY MANUFACTURERS BY STANDARD INDUSTRIAL CLASSIFICATION

<u>Major Group</u>	<u>Industry Group</u>	<u>Number of Firms</u>
20	Food and kindred products	6
22	Textile mill products	14
23	Apparel and other finished products	4
24	Lumber and wood products, except furniture	3
27	Printing, publishing and allied industries	3
28	Chemicals and allied products	4
29	Petroleum refining and related industries	1
30	Rubber and miscellaneous plastics products	1
32	Stone, clay and glass products	8
33	Primary metal industries	1
35	Machinery, except electrical	2
37	Transportation equipment	1

Within the above categories are manufactured such products as carpets, deodorants, chemicals, fertilizers, glazed stoneware, undergarments, boat trailers, gray iron castings, ready-mixed concrete, bottled drinks, manufactured ice, sliced bacon and hams, wood louvered shutters, dressed lumber, newspapers and printed matter, men's and boys' knit shirts, chenille scatter rugs, woven bedspreads, tire cord, carpet yarns, poultry feed and livestock super-concentrates, asphalt mix, infants' knitwear, mineral extenders, roll plastics, bauxite ore and associated clays, and slate roofing granules.

V. EMPLOYMENT

Textile

The textile industry is by far the largest employer in Bartow County, accounting for over 60% of the manufacturing labor force. The 14 textile firms employ 1,187 men and 949 women. Of the total, 1,994 are engaged in production operations.

There are a number of skilled jobs within the textile industry. These skills include machinists, beamers, machine operators, loom fixers, weavers, warp tenders, and electricians.

The textile manufacturers expressed over-all satisfaction with the labor supply in Bartow County. Management at one firm commented on the stability of labor, indicating the existence of an individual problem not found in the other 13 plants.

The employees at one of the textile plants are represented by the United Textile Workers of America.

Apparel

There are four apparel firms within Bartow County -- two located in Cartersville and two in Adairsville. Of the 610 persons employed in this category, over 89% are female. Of all persons employed in this industry, 96% are engaged in production operations.

Skills found at the four plants surveyed included machine operators and mechanics.

Chemicals

Four firms in the chemical industry group employ a total of 291 persons in Bartow County. These firms are located in or near Cartersville. A total of 240 persons are employed in production operations. The key skills listed by the manufacturers were machinists and electricians. One firm desires most of its personnel to have some background in chemistry.

Stone, Clay and Glass Products

Employment by the eight firms in this industry totals 221. A portion of this employment is seasonal, mainly occurring at four of the eight firms. One firm in this category is represented by the United Mine Workers of America.

Food and Kindred Products

There are 109 persons employed in the food and kindred products category. Only one firm listed a specific skill requirement and that was for butchers. There are 11 female employees in the total employment figure -- nine clerical and secretarial and two production workers.

Lumber and Wood Products

There are three firms in the lumber and wood products category, employing a total of 54 persons. No specific skills were given by the individual manufacturers.

Printing and Publishing

A total of 40 persons are employed in this category. Major skills are printers and linotype operators. Labor was termed very good by all three firms.

Others

There are fewer than three firms in each of the five remaining manufacturing categories, accounting for a total of seven concerns. Employment figures for these categories have been withheld to avoid disclosing confidential information. The six firms have a total employment of 48 persons.

VI. MARKETS

Textile

A majority of the textile firms which produce consumer products have nationwide distribution. Only two manufacturers sell primarily in the Southeast, and both are relatively small concerns.

Three firms which either prepare or finish yarns for textile mills have distribution limited to a 50-mile radius.

One firm applies latex backing to scatter rugs for an associated manufacturer.

A majority of the textile firms ship their finished products via common carriers. Firms engaged in the preparation of yarns use their own trucks, or the materials are picked up by customer-owned trucks.

Apparel

Of the four apparel manufacturers, only one markets outside of the Southeast. This firm moved its entire operation to Bartow County from New York in 1955 and is continuing to serve its previous market in that area. More than 90% of this firm's production is shipped via rail.

Chemicals

Two of the four firms in the chemical industry sell to a nationwide market. One of the two has a small export market in Canada and in Mexico. A third manufacturer distributes throughout the eastern seaboard, greater than 80% of its finished products going to other manufacturers. The fourth concern, a fertilizer manufacturer, distributes within a 100-mile radius.

Only one firm utilizes rail service, and that is due primarily to the nature of his finished product. In most cases either contract carriers or company trucks are used.

Stone, Clay and Glass Products

Only three of the eight firms in this category distribute nationwide due to the nature of the finished products.

A branch of a well-known national manufacturer distributes to the southeastern United States, serving company plants and other manufacturers. Shipments are 100% by rail.

Four of the eight plants have distribution within a 75-mile radius and use their own trucks almost exclusively.

Two of the eight firms making sewer and culvert pipe do a considerable amount of business with nearby municipal and county governments.

Food and Kindred Products

Two of the six firms in the food and kindred products category distribute

within a 250-mile radius. One firm produces a feed super-concentrate, and the other produces poultry feeds and livestock concentrates.

A third company markets throughout northwest Georgia and in the Atlanta area. Distribution is 100% by company trucks.

The three remaining firms serve a local market. Two are soft drink bottlers and the third manufactures ice.

Lumber and Wood Products

Two of the three firms in this category are sawmill-planing mill operations with a market area of approximately 25 miles distance.

The third manufacturer produces a wood louvered shutter for distribution throughout the Southeast. This is a branch facility of a southwestern firm.

Printing and Publishing

There are three firms in this category, two of which publish newspapers for the immediate area. All three firms do job printing.

Petroleum Products

This firm manufactures paving asphalt and markets within an area of up to 50 miles radius.

Primary Metals

Gray iron castings are manufactured by the one company in this category. Northwest Georgia is the principal market, with some special orders being shipped throughout the South.

Rubber and Plastics Products

The one manufacturer in this category produces plastic letters for sign makers. The plastic letters are marketed throughout the Southeast, with about 40% of total production being sold in Atlanta and the state of Georgia.

Machinery, Except Electrical

There are two machine and repair shop operations in Bartow County serving the local market.

Transportation Equipment

A manufacturer of small boat trailers distributes nationwide. Established in 1960, the company plans to expand production to manufacture trailers for a specialized market.

VII. RAW MATERIALS AND SUPPLIES

Textile

Textile manufacturers make most raw material and mill supply purchases within Georgia and the Southeast. Several firms, however, obtain synthetics and some chemicals from northern sources. Jute, used as a backing for carpet, is generally purchased through brokers in Savannah. The jute is imported from India and Pakistan.

A majority of these companies expressed satisfaction with the servicing of equipment by Atlanta and Dalton, Georgia, and Chattanooga, Tennessee, firms. Isolated cases require getting parts from other areas, but this is due primarily to type of equipment.

Apparel

Two of the four firms in the apparel field make all purchases from the Northeast excepting boxes and shipping materials, which are purchased in the South. The other two firms purchase primarily from northeastern sources.

All four firms are satisfied with services and find facilities ample for the repair of machinery.

Chemicals

There are four firms in the chemical category, most obtaining their raw materials in the Southeast. One chemical firm utilizes a raw material mined in Bartow County. A large percentage of the bulk mineral raw materials is obtained in Georgia. One firm receives potash from New Mexico, the most distant point from which any Bartow manufacturer is receiving raw materials.

All packaging and shipping materials are purchased from suppliers located in Atlanta and other Georgia cities.

Stone, Clay and Glass Products

There are eight firms in this category, four of which are either manufacturers of concrete products or ready-mixed concrete. These firms purchase stone, sand, limestone and granite from several areas in Georgia. Cement is obtained from Rockmart, Georgia, and Chattanooga, Tennessee. Reinforcing steel and wire mesh, used in the manufacture of concrete septic tanks and

culvert pipe, are purchased from Alabama sources.

One firm produces hand-crafted, stone earthenware from materials purchased in several southern states, including Georgia.

A company located north of Cartersville mines slate, which it then grinds to size for use as roofing granules.

Another firm, located 15 miles northwest of Cartersville, is engaged in mining and drying bauxite for shipment to other manufacturers.

A manufacturer of mineral fillers and extenders purchases raw materials from a Bartow County producer.

Food and Kindred Products

Two of the six firms in this category are soft drink bottlers. Out-of-state purchases are wooden crates and bottles.

A processor of sausage and sliced bacon receives dressed meats from within northwest Georgia. Packaging materials are purchased in Atlanta and other Georgia cities.

A manufacturer of ice obtains supplies from the Atlanta area.

The two remaining firms in this category are feed mills, producing concentrates and super-concentrates for poultry and livestock. The producer of super-concentrates receives most of its chemicals and other ingredients from sources in several southeastern states. The producer of concentrates acquires raw materials from within a 75-mile radius.

Lumber and Wood Products

Two of the three firms in this category are sawmill-planing mill operators who obtain cut logs from within a 30-mile radius.

The third manufacturer produces wood louvered shutters. The primary raw material, dimension stock, is received by rail from the West Coast. All other materials are secured in Georgia.

Publishing and Printing

All supplies necessary to this business are obtained in Atlanta, and sources appear to be adequate.

Petroleum and Related Industries

There is one firm in this category which operates an asphalt plant, obtaining all materials from within a 45-mile radius of Cartersville.

Primary Metal and Machinery

A total of three firms are classified in these two categories. Utilizing metals of various types, they depend to great extent on Atlanta and Birmingham sources for the bulk of their raw materials needs.

One of the firms makes gray iron castings, obtaining coke from Alabama and sand from Tennessee and Ohio.

Items such as welding rods, nuts, bolts, etc., are purchased in Tennessee and Georgia.

Rubber and Miscellaneous Plastics

The firm in this category, a manufacturer of plastic letters for sign makers, obtains plexiglass and methacrylate in northern markets. All other items are obtained from within the state of Georgia.

Transportation Equipment

The one firm in this category is manufacturing small 12' and 14' boat trailers and expects to increase its line to include horse trailers in the near future. A majority of the items used in the assembly of these trailers are purchased from Georgia suppliers.

VIII. INDUSTRIAL LAND AND BUILDING OCCUPANCY

The 48 manufacturers in Bartow County utilize approximately 1,244 acres of land.

The total square footage in manufacturing plants in the county is 2,332,374. Of this figure some 1,436,531 square feet are utilized as production space.

Since 1958, a total of 125,900 square feet of new plant facilities has been built by nine firms. During that same period of time, 1958 to 1963, 14 new firms located production facilities in the county. Currently new plant facilities are exceeding expansions to existing plants.

BARTOW COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part IV
ECONOMIC FACILITIES ANALYSIS

Prepared under Contract with the
COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
Box 1424 Rome, Georgia

by

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Georgia Department of Industry and Trade
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Foreword and Acknowledgments

This report is one of a series of more than 60 being prepared by staff members of the Industrial Development Division as part of a contract which the Division is carrying out for the Coosa Valley Area Planning and Development Commission. The over-all series is, in turn, part of the broader program of research and technical assistance which Georgia Tech, through the Division's Northwest Georgia Branch, is carrying out on the Coosa Valley area's industrial and economic potentials.

Through the combination of research and technical assistance with local and area development problems, the present program is designed not only to identify and analyze the area's development needs, but to provide the guidance and "follow through" necessary to see that those needs are met and that the potentials identified are actually developed.

This particular report was authored by Mr. James R. Wyatt, head, Mr. Ted St. Clair, assistant head, Mr. Wallace Bishop and Mr. Jerry Bange of the Northwest Georgia Branch. As with other aspects of the program, specialists among the more than 30 full-time staff members in Atlanta are called upon as necessary to support the four professional staff members who reside in Rome in order to better serve the Coosa Valley area.

Comments and questions regarding the study are invited.

Kenneth C. Wagner, Chief
Industrial Development Division
GEORGIA INSTITUTE OF TECHNOLOGY

INTRODUCTION

Bartow County is located in the northwestern part of the state of Georgia, 40 miles northwest of Atlanta and 60 miles southeast of Chattanooga, Tennessee. The county is bounded on the west, north, and east by Floyd, Gordon, and Cherokee counties and on the south by Polk, Paulding, and Cobb counties. The county is square in shape and encompasses 463 square miles.

There were 28,267 persons in the county in 1960, according to the U. S. Census of Population. There are two larger cities in the county and six smaller communities. Cartersville, the county seat, had a 1960 population of 8,668; Adairsville, in the northwestern section of the county, numbered 1,026 residents; Kingston 695; White 439; Emerson 666; Euharlee 150; Taylorsville 226; and Stilesboro 100.

This report is an analysis of the economic facilities in the county -- transportation, utility, financial, governmental, housing, cultural, recreational, and educational.

I. TRANSPORTATION FACILITIES

Bartow County's transportation facilities, one of the major keys to economic growth, places the county in a relatively good position for reaching the major consumer and industrial markets of the South. Existing state and federal highways, common carrier motor freight lines, and railroad carriers combine to create an effective transportation system. Air freight service is available at two nearby airports.

Highways

A good highway network puts Cartersville, the county seat, within easy reach of all major market areas in the Southeast. U. S. Highway 41, which traverses the county from the southeast to the northwest, is the main route between Atlanta and Chattanooga, Tennessee, 81 miles to the northwest. It has four traffic lanes from Cartersville to Atlanta, 40 miles southeast. Adairsville, 18 miles northwest of Cartersville, is located on U. S. Highway 41. U. S. Highway 411 enters Cartersville from the west by way of Gadsden, Alabama, and Rome, Georgia, and heads north from Cartersville to Knoxville, Tennessee.

Six state highways connect the two larger urban areas and the smaller communities with major federal highways and neighboring counties.

Interstate Highway 75, which will parallel U. S. Highway 41, will, when completed, allow for more rapid and efficient motor access to market areas. It will provide a direct route between Detroit and Tampa, Florida. Plans for Interstate 75 provide for access to the communities of Cartersville and Adairsville.

Railroads

Bartow County is amply served by two railroad lines. The Louisville and Nashville Railroad serves the county with main-line service. The main line of the L & N from Atlanta divides at Cartersville, with its western line serving Adairsville, Dalton, Chattanooga, and Nashville, and the eastern line serving White, Chatsworth, Knoxville, and Cincinnati. Other L & N cities include St. Louis, Evansville, Louisville, Memphis, Birmingham, and New Orleans. Normal carload shipping time to St. Louis, Evansville, and New Orleans is three days. Piggyback service is available in both

Atlanta and Dalton. There are four daily freights through Cartersville -- two morning trains to Knoxville and Chattanooga from Atlanta and two afternoon trains to Atlanta from Chattanooga and Knoxville. There is one early morning fast freight between Atlanta and Cincinnati, arriving at its destination the same day.

The Seaboard Air Line Railroad offers branch line service to Cartersville from Rockmart, where connection is made with the Seaboard's main line between Atlanta and Birmingham. Principal points of interchange for the Seaboard are Cartersville, Rockmart, Cedartown, Atlanta, and Birmingham. The Seaboard provides one train each way daily between Rockmart and Cartersville. Carload shipments from Cartersville require five days to reach New York or Detroit and four days to reach Chicago. Less-than-carload shipments require several additional days.

Service has been described as satisfactory by Bartow County shippers.

Motor Freight Lines

There are 43 common carrier motor freight lines certificated to transport interstate shipments of general commodities in either truckload or less-than-truckload lots to and/or from one or more points in Bartow County.

Shipments to and/or from Cartersville can be handled by all 43 carriers authorized to serve in the county, and six of these carriers are authorized to handle intrastate shipments. A total of 13 carriers, including the six intrastate carriers, offer daily truckload and less-than-truckload service. Seven carriers are restricted to either one-way service or by a weight classification. Three operate terminals or call stations at Cartersville. Motor freight shipping times from Cartersville to selected cities are given in Table 1.

Adairsville has nearly the same type service as Cartersville; however, only three carriers are authorized to handle intrastate shipments to and/or from that point. There are 36 interstate carriers authorized to serve the city, of which eight provide daily service. Five carriers are restricted to one-way service at Adairsville. There are no terminal facilities in

Adairsville, but terminals of several carriers are located in Cartersville, 18 miles southeast, and Rome, 17 miles southwest.

Shippers in both cities have described motor freight service as being satisfactory to their needs.

Table 1
REPRESENTATIVE COMMON CARRIER MOTOR FREIGHT SHIPPING TIMES
FROM CARTERSVILLE, GEORGIA, TO SELECTED CITIES

<u>Destination</u>	Transit Time (in days)	
	<u>Truckload</u>	<u>Less-than-truckload</u>
SOUTHEAST		
Atlanta, Ga.	1	1
Birmingham, Ala.	1	1
Brunswick, Ga.	2	2
Jackson, Miss.	2	2
Knoxville, Tenn.	1	1
Louisville, Ky.	2	2
Memphis, Tenn.	2	2
Montgomery, Ala.	1	1
Raleigh, N. C.	1	2
OUTSIDE THE SOUTHEAST		
Baltimore, Md.	2	3
Boston, Mass.	3	4
Chicago, Ill.	2	2
Dallas, Texas	3	3
Detroit, Mich.	2	3
Los Angeles, Calif.	5	5
New Orleans, La.	2	3
St. Louis, Mo.	2	2

Air Service

Air passenger and freight service is available through Eastern Air Lines at Russell Field, which is located in Floyd County, approximately 32 miles to the northwest of Cartersville. The Atlanta Municipal Airport, approximately 47 miles southeast of Cartersville, has over 500 daily flights and offers nonstop service to principal U. S. cities.

Cartersville has a 2,000-foot grass-covered airfield located four miles northwest of the city. This is a general class airfield under private ownership. There are no navigational aids available.

Bus Service

Two bus companies provide adequate passenger and freight service to Bartow County.

Tennessee Trailways, Inc. provides daily service to Cartersville with five schedules north and five schedules south.

Southern Greyhound Lines, Inc. provides 14 daily northbound schedules and 12 southbound schedules through Cartersville.

Adairsville is served by Southern Greyhound Lines, Inc. with three northbound and five southbound regular daily schedules and three daily flag-stop schedules both north and south.

White is served by Tennessee Trailways, Inc. with five scheduled southbound trips and five northbound. There are three flag-stop schedules northbound through White.

Bus package express service is available at both Cartersville and Adairsville on Greyhound, and at Cartersville on Trailways. This mode of freight transportation, which is rapidly growing in popularity, is constantly improving to keep pace with demand.

II. UTILITY FACILITIES

Electric Power Service

Georgia Power Company provides electric light and power service to Bartow County.

Cartersville's municipally-owned electric distribution system obtains its electricity from the Georgia Power Company. Four 110,000 and two 44,000-volt transmission lines of the Georgia Power Company supply the community's distribution system, which has a normal voltage of 11,000 volts. Present substation capacity is 13,000 kva, and peak demand experienced has been 13,565 kw.

Adairsville is served by the Georgia Power Company over two 66,000-volt transmission lines. Substation capacity is 2,500 kva, with the peak demand experienced to date having been 2,232 kw.

Georgia Power Company supplies electric power to all other communities

in Bartow County.

Natural Gas Service

The city of Cartersville operates a municipal natural gas distribution system that is supplied from the transmission lines of the Southern Natural Gas Company. The city distributes natural gas within the corporate limits and will supply industrial requirements outside the city. The eight-inch transmission line into the city system has a capacity of 12 million cubic feet per day; the peak demand experienced has been 6,224,000 cubic feet.

Some industrial facilities outside the city of Cartersville are served by the Atlanta Gas Light Company.

Adairsville has its own municipal natural gas distribution system. This facility which began operation in November 1962, has a total of 511 subscribers. The system capacity is presently 480,000 cubic feet per day, but is to be increased to 640,000 in November 1963. Peak demand experienced has been 515,000 cubic feet per day.

White, located seven miles north of Cartersville on U. S. Highway 411, is supplied natural gas by the city of Cartersville. Kingston, 12 miles west of Cartersville on Alternate U. S. Highway 411 and Ga. 20, is also supplied natural gas by the city of Cartersville. The remaining communities in the county are supplied by the Atlanta Gas Light Company.

Water and Sewer Service

Cartersville obtains its raw water from the Etowah River, downstream from the Allatoona Dam. The U. S. Corps of Engineers guarantees a flow of 129,600,000 gallons per day. The city water system has a storage capacity of one million gallons and daily pumping and filtering capacities of six and three million gallons, respectively. The average maximum daily usage is two million gallons. Engineering plans are underway for enlarging storage, pumping, and filtering capacities. According to the 1960 U. S. Census of Housing, 2,740 households out of a total of 2,764 were receiving water from a public system or private company.

Adairsville receives its water from a spring located to the west of town. The water plant has a pumping capacity of 200,000 gallons per day, and the storage capacity of the system is 256,000 gallons. The 1960 Census

reported a total of 350 households in the community. Of this total, 249 were receiving water from a public system or from a private source.

The remaining five communities in the county receive their water supplies from deep wells.

Cartersville presently does not have a sewer disposal plant, but engineering planning is presently underway for a plant of three million gallons capacity. The city's sanitary and storm sewers presently discharge into the Etowah River below Cartersville. In 1960, 2,634 households out of a total of 2,764 were served by sewers. There were 130 septic tanks or cesspools in use at that time.

Adairsville has an Imhoff disposal plant with a capacity of 47,000 gallons, sufficient to accommodate 1,200 people. Approximately 262 households are served out of a total of 350, according to local sources. All other communities in the county are either using individual septic tanks or cesspools.

Communications

The Southern Bell Telephone and Telegraph Company and Western Union Telegraph Company provide service in the county and maintain offices in Cartersville. There are two radio stations, both located in Cartersville. Three newspapers are published in Bartow County, two weeklies and one daily (except Saturday and Sunday).

III. FINANCIAL SERVICES

There are four banks in Bartow County -- two in Cartersville and one each in Adairsville and Taylorsville. The two banks in Cartersville, one a national bank and one a state bank, have combined total resources of over \$16 million and total deposits of \$14,068,613. Both of these institutions are interested in the further development of the area and will make loans up to their maximum limits. Correspondent banking relationships are maintained with the Hamilton National Bank of Chattanooga; Trust Company, Fulton National, First National and the Citizens & Southern, all of Atlanta; and the Hanover Bank and Chase Manhattan Bank in New York City.

The Bank of Adairsville is a state bank having total resources of \$1.4 million and deposits of \$1,265,513.33. The largest single loan which can be made is \$12,500. Correspondent banks are the First National and Trust Company of Georgia, both of Atlanta, and the Hamilton National Bank of Chattanooga.

The Bank of Taylorsville, a state bank, has total resources of \$937,219 and total deposits of \$725,380. The largest single loan which can be made is \$12,500. Correspondent banks are the First National and Fulton National Bank of Atlanta and The First National Bank of Cartersville.

There are two savings and loan associations in the county, with offices in Cartersville. The Cartersville Federal Savings and Loan Association had total assets of \$6,046,649.84, general reserves of \$260,744.22, and savings account deposits of \$5,376,259.02, as of the close of business on June 30, 1963.

The Bartow County Savings and Loan Association, as of December 31, 1962, had total assets of \$1,575,597.17, surplus and general reserves of \$54,895.80, and savings account deposits of \$1,317,257.86.

Local Development Organizations

The Bartow Industrial Development Corporation is a nonprofit organization with no authorized capital. In the past several years this organization has helped two industries in the construction of plant facilities, land purchase, and financing.

The Cartersville-Bartow County Chamber of Commerce works through its industrial committee to assist business and industry interested in the county.

Civic and improvement clubs in the various communities are available to assist any group which would be interested in obtaining information about a particular community.

Financing is available in Bartow County under provisions of recent state legislation. Georgia law enables counties and/or communities to issue revenue anticipation bonds for industrial development purposes. Cartersville is eligible to offer this type of financing.

IV. GOVERNMENT FACILITIES

City and County Government

The government of Bartow County is administered by a Commissioner of Roads and Revenue, who is elected for a four-year term to serve as fiscal officer and chief executive. Cartersville is the county seat.

Cartersville is governed by a four-member board of aldermen and a mayor, with the aid of a city manager.

Adairsville has a major-council form of government, as do White, Emerson, and Taylorsville. Kingston has a mayor and a four-member board of aldermen. Both Euharlee and Stilesboro have inactive local governments at present.

U. S. Government Offices

There are nine post offices in the county, the largest being a class 1 facility in Cartersville. Adairsville has a class 2 facility and the communities of White, Emerson, Taylorsville, Cassville, Atco, and Pine Log are served by either a class 3 or class 4 facility.

The U. S. Department of Agriculture has an Agricultural Stabilization and Conservation office in Cartersville as well as an office of the Farmers Home Administration. There is an office of the Agricultural Research Service which is working on the Coosa River watershed project, and the U. S. Corps of Engineers maintains offices in Bartow County at the Allatoona Dam.

Police Protection

A county sheriff and two deputies operate two patrol cars throughout the county, including the smaller communities.

Cartersville has a well-run police department, employing 16 uniformed policemen. Three radio-equipped police cars are used, with regular patrols provided at night.

Adairsville has a two-man police force which operates one patrol vehicle.

A state highway patrol barracks is located just outside the city of Cartersville on U. S. Highway 41.

Fire Protection

The city of Cartersville maintains a fire station which is staffed by nine paid firemen and 16 volunteer firemen. Three pieces of mobile fire fighting equipment are presently being operated. The Southeastern Underwriters Association has issued Cartersville a fire insurance rating of 6. The city will make arrangements with industry to answer alarms outside the corporate limits.

Adairsville has an eight-man volunteer fire fighting force equipped with one fire engine. Fire calls outside the city limits will be answered by the fire department. The city has a class 8 fire insurance rating.

Kingston has a volunteer staff of 12 firemen who operate one fire engine, and White has one fire engine with a six-man volunteer force.

The Bartow County Public Safety Rescue Unit, with an eight-man staff, is on 24-hour call for county emergencies. A fire truck is available for fire calls throughout the county.

Cartersville maintains a Civil Defense Rescue Unit with a volunteer force of 28. This unit provides a well-equipped and trained organization prepared to engage in rescue operations within the city limits of Cartersville and surrounding area.

Medical Facilities

The Sam Howell Memorial Hospital serves Bartow County and areas of counties which are adjacent to it. This 61-bed hospital has a staff of eight physicians, seven of whom perform surgery, six registered nurses, and 40 practical nurses. Most routine tests can be made in the modern laboratory facilities. Should further special attention and care be needed, patients may be taken to Floyd Hospital, at Rome, or to hospitals in the Atlanta metropolitan area.

A county health office is maintained in Cartersville. This facility is staffed with one doctor, two nurses, and a sanitarian.

V. HOUSING FACILITIES

Bartow County had 8,561 housing units at the time of the 1960 U. S. Census of Housing. Of this total Cartersville had 2,764 housing units, 51.4% owner-occupied, and Adairsville had 350 units, 60.8% owner-occupied. The remaining 5,447 housing units were located throughout the county, with the largest groupings of houses in White, Kingston, and Emerson.

Since the 1960 Census, an additional area has been annexed by the city of Cartersville, causing more housing units to be added. Several new housing developments are nearing completion, and at least two new developments are now under construction, offering homes priced between \$11,000 to \$18,000 and \$18,000 to \$24,000. The 1960 Census credits Cartersville with 93 available vacant housing units, 15 of which were for sale and 78 for rent. For the 1,154 renter-occupied housing units, the median rent was \$51.00.

Both Cartersville and Adairsville have public housing projects. Cartersville has a total of 170 public housing units, while Adairsville has 20 units. A total of 50 new housing units are to be constructed in Cartersville prior to the end of 1963.

The value of new residential, commercial, and industrial construction within the city limits of Cartersville for the year totaled \$1,075,100.00 during the period from August 1962 to August 1963. Expenditures for the construction of four new industrial buildings during this period totaled \$171,500, and 41 new residential housing units were built at a total of \$495,450.

Accommodations and Restaurants

Tourist accommodations can be found throughout Bartow County. There are two hotels located in downtown Cartersville, with a total of 66 rooms. A dining facility is located in one of the hotels. There are seven motels in the immediate vicinity of Cartersville, a majority of which are on U. S. Highway 41. A total of over 100 rooms are available at these motels. Nine restaurants in Cartersville or its immediate vicinity have a combined seating capacity of over 700.

There are 16 other facilities in or near Cartersville where groups of between 50 to 200 may be accommodated.

Adairsville has three motels, located on U. S. Highway 41, with a total of 45 rooms. There are two restaurants in Adairsville, both adjacent to motels. Five facilities in the community will accommodate groups of between 75 to 100 people.

Kingston has one hotel with accommodations for 12. A dining facility is available in the hotel.

There are several small motels on U. S. Highway 41 north of Cartersville and south of Adairsville.

VI. RELIGIOUS, CULTURAL, AND RECREATIONAL FACILITIES

Religious Facilities and Local Organizations

Located in Bartow County are houses of worship for the following faiths and denominations: Baptist, Catholic, Christian, Church of Christ, Church of God, Episcopal, Methodist, and Presbyterian. Principal denominations not present in the county can be found in Rome, 25 miles northwest of Cartersville, and 18 miles southwest of Adairsville. Additional denominations in Rome are Assembly of God, Christian Science, Jewish, Lutheran, and Church of Latter Day Saints.

There are numerous social and civic organizations throughout the county. These organizations are aggressively promoting their particular communities and the county as a whole. An active chamber of commerce, which is made up of members from the entire county, is headquartered in Cartersville. Economic and industrial development programs have been instituted by the Chamber of Commerce and local civic groups, and assistance is provided to them by outside development organizations at both the regional and state level.

Cultural and Recreational Facilities

A public library in Cartersville, jointly underwritten by the city and county, has been recently built. It is a participating member of the Tri-County Regional Library program, which serves Bartow, Floyd, and Polk counties. Bookmobile service is available throughout Bartow County.

The city of Cartersville has a year-round recreational program with a paid director. The program has an operational budget of \$37,500 a year provided from the city's general fund. The city has two municipal swimming pools and one private nine-hole golf course. There are two movie theaters, one of which is a drive-in theater.

The Etowah Mounds, three miles south of Cartersville, comprise one of the largest prehistoric Indian ceremonial centers in the southeastern United States. The site was occupied and the mounds built between 900 and 1500 A. D. Many carved figures and cooper, shell, and stone relics are displayed in the Etowah Museum, which is operated by the Georgia Historical Commission.

The 190-foot high Allatoona Dam forms the 12,000-acre Lake Allatoona, one of the exceptional recreational facilities in Bartow County. Two state parks and private developments have made the reservoir one of the most popular water resorts in Georgia. One of the two state parks recorded over 200,000 visitors during 1962. This park, 457 acres in size, provides camp sites and picnic, boating, and swimming facilities.

Bartow County has many points of interest for the tourist to see. Throughout the county are homes which have played a role in the history of northwest Georgia. For the historian and amateur photographer the following areas would prove of interest: Stilesboro Academy, erected in 1859; the Confederate Cemetery at Cassville; the site of Cooper Iron Works below Allatoona Dam; Barnsley Gardens and ante-bellum home; a covered bridge at Euharlee; and several Civil War battlefields.

Once a year "the great locomotive chase" is re-enacted in this section of northwest Georgia. This commemorates a Civil War incident in which a band of Union raiders stole a locomotive and made a run through Confederate lines from Kennesaw, south of Cartersville, to Ringgold, just south of Chattanooga.

A roadside park is presently under construction on U. S. Highway 41, south of Cartersville, which will allow tourists to stop and view some of the mining areas in the county. Bartow County ranked eighth in Georgia in the value of mineral production for 1961, and is the sole producing county

in the state for several minerals. The overlook will feature displays of all minerals mined within the county.

Bartow County was selected as the 1963 winner in its population category for the "Stay and See Georgia" contest.

The Bartow County Fair, the state-wide Georgia Junior Miss Pageant, and the annual Western Horse Show are featured events for both local residents and those from surrounding counties.

VII. EDUCATIONAL FACILITIES

There are two school systems serving Bartow County -- the Cartersville Independent School System and the Bartow County School System. During the 1961-1962 school year the two systems operated a total of 20 facilities -- 12 elementary schools, one junior high school, and seven high schools. The combined average daily attendance for elementary, junior high, and high schools was 6,501. A total of 282 students were graduated from the high schools in 1962. Existing school buildings and facilities, such as libraries, laboratories and class rooms, in both the Bartow County and Cartersville systems are adequate for present needs and plans are being made for future growth.

A total of 257 teachers provided instruction during the 1961-1962 school year. The teacher-pupil ratio in the Cartersville system was 1 to 23; in the Bartow County system, it was 1 to 27. Teachers receive salaries ranging from a low of \$2,500 to a high of \$5,700. Teachers in both systems receive local supplements above the state schedules which vary, depending on experience and the nature of courses taught.

There are no colleges in Bartow County, but two four-year liberal arts colleges are located in Rome. The Coosa Valley Vocational-Technical School, located in Rome, provides training in six trades and three technical occupational areas, including two-year courses in electrical, electronic and mechanical technology and comprehensive courses for machinists.

Southern Technical Institute, a two-year technical degree granting school is located in Marietta, 20 miles south of Cartersville, and there are

19 degree granting colleges and institutions of higher learning in Atlanta. Included in this group are the Georgia Institute of Technology and Emory University.

BARTOW COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part V
AN ANALYSIS OF NATURAL RESOURCES

Prepared under Contract with the
COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
Box 1424 Rome, Georgia

by

Northwest Georgia Branch
Industrial Development Division
Engineering Experiment Station
GEORGIA INSTITUTE OF TECHNOLOGY
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Georgia Department of Industry and Trade
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August 1963

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Foreword and Acknowledgments

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Through the combination of research and technical assistance with local and area development problems, the present program is designed not only to identify and analyze the area's development needs, but to provide the guidance and "follow through" necessary to see that those needs are met and that the potentials identified are actually developed.

This particular report was authored by Mr. James R. Wyatt, head, Mr. Ted St. Clair, assistant head, Mr. Wallace Bishop and Mr. Jerry Bange of the Northwest Georgia Branch. As with other aspects of the program, specialists among the more than 30 full-time staff members in Atlanta are called upon as necessary to support the four professional staff members who reside in Rome in order to better serve the Coosa Valley area.

Comments and questions regarding the study are invited.

Kenneth C. Wagner, Chief
Industrial Development Division
GEORGIA INSTITUTE OF TECHNOLOGY

SUMMARY

Expectations for Bartow County in the coming 20-year period are for continued growth in population and economic activities such as manufacturing, retailing and wholesaling. The further utilization of the natural resources of the county, if past activities are a guide, will continue to increase and be of significant economic importance.

Due to the gently rolling topography of the central and southern parts of the county, an average elevation of 725 feet above sea level, and a favorable growing climate, agricultural activities will continue to be of importance within the county. The average value of products sold per farm more than doubled in the period from 1954 to 1959, reflecting advances in specialized farming and technological improvements. Although the total farm acreage, number of farms, and farm employment will decline with further improvements in farm management methods and agricultural technology, the value of products sold per farm and the gross income from all agricultural products sold will increase.

Mining in the county is of significant importance both in the value of minerals produced and as an employer. In 1961 Bartow County ranked eighth among Georgia's 159 counties in the value of mineral production. Bartow County is the state's sole producer of several minerals and production is expected to continue. Minerals which are produced in quantity for manufacturers in other areas, or used in local industry will continue as long as industry finds it economical to use them. The immediate over-all outlook for mining within Bartow County is that it will follow present trends.

The local and area demand for pulpwood and hardwood has increased the commercial forest areas within Bartow County. The relative location of two large kraft paper mills to the county, one in Rome 25 miles to the west and the other across the Tennessee line some 75 miles to the north, will in all likelihood increase the need for Bartow forest products. The local demand for lumber placed on sawmills located in the county will also add to the continued utilization of Bartow County's forest reserves.

Water, an abundant natural resource within Bartow County, is of significant importance to future economic growth. The formation of Lake Allatoona by the 190-foot high Allatoona Dam has provided an 11,500 acre recreation facility and a guaranteed stream flow on the Etowah River below the dam. Springs and deep wells are numerous throughout the county, and a majority of the smaller communities and several industries are utilizing these sources of ground water. The underlying limestone units which are predominant throughout the county are proven sources of ground water, and existing rivers and streams are deemed adequate for future municipal and industrial water needs.

INTRODUCTION

This analysis was undertaken to study various aspects of the actual usage and the potentials of existing natural resources in Bartow County.

Included in this analysis is a review of the following areas:
productive land usage, mineral resources and production, forestry, and
water resources.

I. LAND USAGE

Land usage in Bartow County may be identified by the activities taking place on that property, such as farming and manufacturing. For the purpose of this analysis, the following categories are employed: agricultural use, industrial use, mining, urban area, lands in forest production, and water acreage.

Bartow County encompasses 296,320 acres, or approximately 463 square miles. The total urban area in the county covers these areas which are made up of the communities of Adairsville, Cartersville, Emerson, Euharlee, Kingston, Taylorsville, and White. Land embraced in this urban area includes some small farms within the city limits of each of the communities in the county.

II. TOPOGRAPHY

Bartow County is located in northwest Georgia, approximately 40 miles southwest of Atlanta and 70 miles northwest of Chattanooga, Tennessee. This county, which is roughly square in shape, is in that portion of northwest Georgia known as the Valley and Ridge Region.

Topographically the county consists of several partly merging valleys with broad, generally flat to rolling floors. These valley areas are partly separated by a number of short mountain ranges which create a distinctly rolling to moderately hilly terrain. The over-all average county elevation is approximately 725 feet above sea level.

The Etowah River follows a westerly course through the southern portion of Bartow County, receiving the flow of numerous creeks, the majority of which rise in neighboring counties. Approximately four miles east of Cartersville, in the southeast corner of the county, the waters of the Etowah are impounded by a 190-foot high dam structure to create Lake Allatoona.

III. AGRICULTURAL LAND USE

Bartow County has experienced a trend that has been common to the United States during the past 20 years, a decline in the number of farms and the total number of acres devoted to farming.

The number of commercial farms in the county decreased by 29.5%, from 829 farms in 1954 to 585 farms in 1959. There were 117,939 acres in commercial farms in 1959, or an average of 201.6 acres per commercial farm.

All farms in the county numbered 995 in 1959, with a total acreage of 165,720, or an average for all farms of 166.6 acres. The gross farm income from all agricultural products sold increased even though the number of farms decreased. In 1959, a total of \$6,458,580 was received, as compared with \$4,437,222 in 1954. The average value of products sold per farm increased from \$3,002 in 1954 to \$6,651 in 1959.

Agricultural employment and the number of acres devoted to agriculture will likely continue to decline as farm technology and farm management methods continue to advance.

IV. INDUSTRIAL LAND USE

Bartow County has 48 manufacturing firms in the county, utilizing approximately 1,244 acres of land.

The total square footage in manufacturing plants in the county totals 2,332,374. Of this figure some 1,436,531 square feet are utilized as production space.

Since 1958, a total of 125,900 square feet of new plant facilities has been built by nine firms. During that same period of time, 1958 to 1963, 14 new firms located production facilities in the county. Currently, new plant facilities are exceeding expansions to existing plants.

V. MINERAL RESOURCES AND PRODUCTION

Mining is one of Bartow County's most important economic activities. In 1961, Bartow County ranked eighth among Georgia's 159 counties in the value of mineral production, according to the U. S. Bureau of Mines Mineral Yearbook.^{1/} Mineral production for 1961 was up 10% from 1959, though there

^{1/} James L. Vallely and Garland Peyton, "The Mineral Industry of Georgia," preprint from U. S. Bureau of Mines Mineral Yearbook, 1961.

was a 4% decrease from the 1960 total. The value of mineral production was \$3,178,800 in 1961. Accounting for the 1961 decrease of \$121,096 from the 1960 total were losses in manganese, limestone, and slate production.

Barite

Several firms are presently mining barite which, when crushed and ground, is shipped principally for barium chemicals, well drilling muds, and rubber and paint filler. The state's production of barite is predominately from Bartow County.

Bauxite

Bauxite deposits are found in the northwestern portion of Bartow County and the northeastern portion of Floyd County. Bauxite was first discovered and mined in the United States in the year 1887 in northeastern Floyd County. These deposits are still being mined and brought to Bartow County for drying and shipment. The largest volume of bauxite presently being mined in the state comes from south central Georgia, but it can be expected that as these reserves are depleted, further exploration and testing of Bartow County deposits will be made.

Iron Ore

Approximately 27% of iron ore shipments in the state in 1961 came from the Bartow-Polk mining districts. Bartow County has long been a leader in the production of iron ore in the state. From 1890 to 1957, 5,519,082 long tons of limonite iron ore were mined in Bartow County.^{1/}

One mining firm in Bartow County was the state's only producer of crude iron oxide pigments and finished pigments. Both tonnage and value for both crude and finished pigments increased during 1961.

Limestone

Limestone is found throughout this section of northwest Georgia and is used primarily for making Portland cement and crushed road material. The Conasauga formation near Cartersville in Bartow County is being quarried to provide limestone for the manufacture of cement at Rockmart, in neighbor-

^{1/} Review of the Southeastern Iron Ores, Exclusive of the Birmingham District with Emphasis of the Silurian Hard Ores, U. S. Department of Interior, November 1, 1959.

ing Polk County. This material has a high calcium carbonate (Ca CO_3) content -- 95%, and is low in magnesium carbonate (Mg CO_2) and other impurities such as silica, iron oxides, clay and mica.^{1/2}

Manganese

The over-all value and tonnage of manganiferous ore (less than 35% Mn) decreased from 1960 production figures. Bartow County is Georgia's sole producer of manganiferous ores.

Ochre

Commercial deposits of ochre are confined to the Cartersville mining district in Bartow County. Since 1960, with only one company producing ochre, the U. S. Bureau of Mines reported no tonnage figures, only a 21% decrease in tonnage and a 6% decrease in value, as compared with the 1959 output.

Slate

Slate is being mined from the Conasauga formation in the northeast corner of Bartow County for use as slate floor and roofing granules. Slates of good quality can be found in Murray, Bartow, and Polk Counties, but commercial production has been limited to Bartow and Polk counties' deposits. Since slate is included in the total figure for stone (nonmetals), no specific information as to tonnage and value is available.

Summary

The immediate over-all outlook for mineral production within Bartow County is that it will follow present trends. Work on bauxite reserves in the county will be initiated only after extensive exploration shows it to be of a quality and quantity worthy of extraction. Slate will continue to be mined for use as slate floor and roofing granules as long as present deposits provide the quality of material needed and the marketability of the consumer products remains stable.

^{1/} George I. Whitlatch, Georgia's Mineral Resources, Industrial Development Division, Engineering Experiment Station, Georgia Institute of Technology, Atlanta, Georgia, 1962.

VI. FOREST PRODUCTION

Pulpwood production has encouraged an increase in the acreage in Bartow County planted in forests and in all likelihood will continue to do so. Commercial forests areas in 1953 accounted for approximately 189,000 acres, while the remaining 115,000 acres consisted of farm land, urban areas, and water areas. In 1961, commercial forests increased to approximately 201,200 acres and nonforest areas decreased to 103,000 acres.

Though pulpwood is a vital part of the present forest reserves, hardwood species also increased. Table 1 shows the increase in net volume of all timber in Bartow County from 1953 to 1961

Table 1
NET VOLUME OF ALL TIMBER IN BARTOW COUNTY
(in thousand cords)

	<u>Pine</u>	<u>Soft Hardwood</u>	<u>Hard Hardwood</u>	<u>Total</u>
1953	602	12	575	1,189
1961	693	62	644	1,399

Source: Timber and Wood Products in the Economic Development of the Coosa Valley Area of Georgia. (Georgia Agricultural Experiment Stations, Bulletin N. S. 91, February 1962.)

The establishment of Georgia's second largest pulp and paper mill only 30 miles from Bartow County has created an active local market for round pulpwood. Round pulpwood production in the county increased twentyfold during the period from 1949 to 1960, from 916 standard cords to 18,061 standard cords.

VII. WATER RESOURCES

Most of the valleys in the Valley and Ridge Region are underlain by limestone units which are the largest producers of ground water in this

part of the state. The water supply for municipal and industrial purposes within the county comes chiefly from rivers, springs, or drilled wells.

One river, the Etowah, and more than a half dozen creeks and streams make up the surface water flow in Bartow County. Several springs and deep wells supply a majority of the communities with ground water for municipal distribution.

Allatoona Dam was constructed on the Etowah River by the U. S. Army Corps of Engineers to alleviate flooding in the Etowah River valley and reduce flood height at Rome, 25 miles to the west. Other purposes of the dam are power generation and recreation. Lake Allatoona, an 11,500 - acre lake, was formed by the 190-foot Allatoona Dam.

The Etowah River has a guaranteed flow, according to the U. S. Army Corps of Engineers, of 129,600,000 gallons per day. Flow data for creeks and streams in Bartow County are not presently available.

The city of Cartersville receives its water supply from the Etowah River, downstream from the Allatoona Dam. A developed spring is also available within the water works area which has an estimated output of 500,000 gallons per day. The city of Adairsville, located in the northwestern portion of the county, utilizes a spring for its water supply. This developed spring has a flow reading of 5,990,000 gallons per day. The only other developed spring in the county, of 17 known springs, is located in the northeastern section of the county, and has a flow reading of 315,000 gallons per day. The undeveloped springs throughout the county had flow readings which ranged from 251,000 to 4,730,000 gallons per day.^{1/}

The remaining communities in the county all receive their water supplies from deep wells. Industrial use of ground water is from deep wells. In the Cartersville area wells range from 100 to 500 feet in depth and have recorded reading of 12,000 gallons per hour to 210,000 gallons per hour.

J. T. Callahan, "Large Springs in Northwest Georgia," Georgia Minerals Newsletter, Georgia Geological Survey, Volume XI, No. 3, Autumn 1958.

BARTOW COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part VI
ECONOMIC DEVELOPMENT POTENTIALS

Prepared under Contract with the
COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
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ORIENTATION

Bartow County, 1960 population 28,267, is located in northwest Georgia approximately 40 miles northwest of Atlanta and 70 miles southeast of Chattanooga, Tennessee. There are two cities in the county and six smaller communities. Cartersville, the county seat, had a 1960 population of 8,668 and Adairsville, in the northwestern section of the county, had 1,026 residents. The smaller communities had populations ranging from 695 to 100 residents.

Most of northwest Georgia is included in a broad, relatively low-lying area known as the Valley and Ridge Region. It is made up of several partly merging valleys with broad and generally flat or gently rolling floors. These valleys are partly separated by a number of mountain ranges, some of which are short in length and others of which extend almost unbroken for many miles. Bartow County, square in shape, encompasses some 463 square miles of this Valley and Ridge Region.

I. POPULATION

The population of Bartow County has fluctuated over the past 50 years, but has shown a rising trend since 1940. A loss of agricultural workers and rapid progress in the automation of local manufacturing facilities have contributed to much of the out-migration that has occurred in the county.

Agricultural employment has declined consistently, with the number of farm workers decreasing by 64%, from 2,856 in 1940 to 1,034 in 1960. Between 1940 and 1959, land in farms in the county dropped from 199,623 to 165,720 acres. In the same period the number of tractors utilized jumped from 205 to 1,002, a fact which contributed significantly to an increase in the value of farm products sold from \$1,119,270 to \$6,458,580.

A comparison of the U. S. Censuses of 1940 and 1950 reveals a population gain of 2,509 persons. However, when births and deaths within the county are considered, it is seen that there was an actual out-migration from Bartow County of almost 2,500 during the 1940's. Between 1950 and 1960 a population gain of 897 conceals an actual net loss through out-migration of some 3,600 persons.

Negroes constituted one quarter of the 1910 Bartow County population of 25,388. By 1960 this proportion had been reduced to 15.2%, resulting in a net loss of 2,000 Negroes over the 50-year period. The 1950's showed a slight increase of 268 Negroes; however, there was an actual net loss of nearly 500 persons through out-migration.

The nationwide trend to an increasing proportion of females in the total population during the past several decades has been slightly more pronounced in Bartow County. Whereas 50.8% of the U. S. population was female in 1960, 51.1% was female in Bartow County.

A breakdown of the 1940 and 1960 population totals by age groups reveals a significant increase in the proportion of persons 35 years old and over in the county. The 15 to 24 year old group represented 20.8% of the county population in 1940 and only 15.2% in 1960. The proportion of 15 to 24 year olds in Bartow County during the 20-year period from 1940 to 1960 decreased faster than in either Georgia or the U. S., while the proportion of persons 65 years old and over increased faster.

The educational level has improved, as measured by the median number of school years completed, with the median for whites of 7.4 years in 1950 having increased to 8.0 years in 1960. The median figure for Negroes advanced over the 10-year span from 5.0 years to 6.4 years. The better-educated had a greater chance for improved job opportunities outside the county, and this resulted in a loss to the county of many young people. It no doubt also contributed to failure of the county to realize a greater increase in the median number of school years completed. Nearly 65% of all persons 25 years old and over living in the county in 1960 had completed no more than eight years of formal education.

Taking into account the changing patterns of economic activities, basic factors of local resources and programs, past performance, and current regional trends, it is estimated that the Bartow County population will increase to approximately 34,000 persons by 1980. This will represent a 20-year increase of 20.3%.

II. EMPLOYMENT AND LABOR FORCE

The employed labor force increased during the 20-year period from 1940 to 1960 by 27.3% in spite of a decrease in the number of farm workers and the effects of automation in textile manufacturing. A major factor contributing to this increase was the high degree of diversification of industry in Bartow County. In 1940 there were few, if any, jobs in certain industrial categories, but by 1960 there were several hundred. Figures for 1940 were doubled or tripled in some categories by 1960. The textile industry added 316 new jobs during the 20-year period, because new plant construction offset automation in the industry.

Manufacturing employment has been relatively stable in Bartow County, increasing from 2,394 (28.7% of the employed labor force) in 1940 to 4,087 (39.1%) in 1960. Agricultural employment, however, fell sharply from 34.3% of the county labor force in 1940 to only 9.9% in 1960.

This shift of predominance in employment from agriculture to manufacturing, and a concurrent increase in retail employment, brought about a change in the composition of the employed labor force. A higher proportion of women entered

the labor force, thus making job opportunities for men less attractive, due to their limited number. The female labor force increased by 1,677 in the span of two decades, as compared with an increase of 352 men available for work.

Employed persons resident in Bartow County numbered 10,696 in 1960, with about 20% of these traveling to neighboring counties for employment. Some of the workers developed new skills and now hold jobs of a type that do not exist in Bartow County at the present time. Typical are the skills found in the transportation equipment and machine tool industries.

Wages paid construction, office, and manufacturing workers in Bartow County are less than those being paid in the metropolitan Atlanta area. Similarly, fringe benefits are less.

It is estimated that by 1980 the labor force in Bartow County will total 13,000. Only 2% of this total will be employed in agriculture. Manufacturing employment is expected to increase to a total of 5,500. Although it is anticipated that textile and apparel employment will grow only slightly, employment in other manufacturing categories likely will continue the rate of growth evidenced since 1960. Commuting to jobs outside Bartow County, particularly to Atlanta and Chattanooga, probably will increase when Interstate 75 is completed.

III. RETAIL AND WHOLESALE TRADE

Retail Trade

Retail sales in Bartow County increased from 1939 to 1958 at a much faster rate than the population, which had a 12% net gain in the 20-year period to 1960. During this period the number of retail establishments increased from 220 to 290, employment from 392 to 859, and sales from \$3,639,000 to \$19,507,000. If 1939 sales figures are converted to 1958 dollar values (\$7,565,000), the increase over the 19 years between 1939 and 1958 is 158%.

The largest gains took place from 1939 to 1948 primarily because displaced agriculture workers obtained higher paying jobs. Sales, especially of non-essential goods, were affected in the 1950's by the uncertain employment

situation. The increased mobility of county residents also affected retail sales. Bartow Countians were attracted to metropolitan Atlanta shopping areas by effective merchandising methods, modern stores, a wide choice of items, and easy credit terms. By 1958 sales had increased over 1954 figures in just about every category except furniture, home furnishings, and equipment. With the building of Interstate 75 making Atlanta stores even more accessible, this competition is not likely to diminish.

Wholesale Trade

Wholesale trade increased by \$12,077,000 during the period from 1939 to 1958. Total sales for 1958 amounted to \$13,090,000.

A majority of the county's wholesalers had a local or immediate area interest, with few having sales in a wider market area. Wholesalers now distribute a wide variety of goods, including groceries, hardware, farm supplies, auto supplies, construction materials, and bulk oil.

Wholesale houses in Atlanta will continue to control the sale and shipment of many major items.

IV. INCOME

Manufacturing is one of the major sources of Bartow County income. After a temporary setback due to fluctuations in textile employment, 34.8% of total money income in 1959 came from manufacturing salaries and wages, as compared with 28.7% twenty years earlier. Agriculture as a source of money income, on the other hand, fell from 21.1% in 1939 to only 3.2% in 1959.

In 1959 the following sources accounted for Bartow County income as shown: trade, finance, services and miscellaneous sources, 16.7%; government, 8.6%; proprietors, 12.1%; transportation, communications, and public utilities, 4.7%; construction, 6.8%; mining, 1.1%; and miscellaneous (such as rent, dividends, interest, and pensions), 12.0%.

The proportion of families receiving income of less than \$2,000 per year dropped from 51.9% in 1949 to 23.2% in 1959. Median income for the county more than doubled during the 10-year period, rising from \$1,896 in 1949 to \$3,850 in 1959. Per capita personal income rose from 80% of the Georgia per capita

income in 1939 to 88% in 1959. Adjusting to 1959 dollars, Bartow County per capita income increased by \$856 over the 20-year period, as compared with a Georgia increase of \$907 and an increase in the United States of \$994.

The year 1980 should see total Bartow County income of some \$80.6 million, as compared with \$38.9 million in 1959. This would represent an increase of 107.2%. Per capita income is expected to increase from \$1,376 to \$2,370 during the same period of time.

V. MANUFACTURING

The oldest existing Bartow County manufacturing plant was established in 1902. The establishment of manufacturing in Bartow was rather slow, with a new firm coming into existence every two to three years, through 1944. Between 1945 and 1954, seven firms located in the county, and 25 firms were established between 1955 and 1962. An average of three new firms a year have located in Bartow County since 1955, 21 of these in Cartersville and the remainder in the county. As of April 1963 there were 48 manufacturing operations being carried on in Bartow County.

Value added by manufacture increased to more than five times the 1939 figure in the period from 1939 to 1958. The U. S. Census of Manufactures reported a total value added of \$12,069,000 for 1958.

The textile industry is by far the largest employer in the county, accounting for over 60.8% of the total manufacturing labor force of 3,509. Of the 2,134 persons employed in this industry 1,185 are male and 949 are female. The apparel industry employs 610 persons, of which 89% are female.

There are 48 manufacturing firms in the county producing 30 different product lines in 12 major industrial categories. A total of 765 persons other than those in apparel and textile industries are employed in manufacturing operations which range from chemical products to food processing.

Of the total 48 manufacturing concerns, 33 have their home offices within Bartow County. Three firms located in the county are branch plants with headquarters in other Georgia cities, and 12 firms are branch operations of companies headquartered outside the state of Georgia. A large number of the

locally owned and operated plants were originally started in Bartow County because of a desire of management to settle in this particular area.

Several reasons for locating their plants in Bartow County were given by plant managements. Those given foremost consideration in the apparel and textile industries were a favorable business climate, adequate labor, and good markets. Manufacturers in other categories stated that raw materials, markets, and good distribution facilities were the reasons for their locating in the county. Approximately 50% of the manufacturing firms in the county distribute their finished products nationally. The southeastern market is served by 25% of all Bartow County firms, and the local or area market by the remaining 25%. Three firms do some export business; however, the amount is relatively insignificant.

A total of 1,244 acres of land is either owned or under the control of the 48 manufacturing concerns in the county. There are 2,332,374 square feet of industrial buildings of which 1,436,531 square feet are utilized in production. During the period from 1958 to early 1963, 14 new firms located production facilities in the county. Currently, new plants are outnumbering expansions to existing plants.

VI. ECONOMIC FACILITIES

Transportation

Bartow County is traversed northwest-southeast by U. S. Highway 41 and is served from the west and north by U. S. Highway 411. Six state highways connect the two urban areas and the smaller communities with the major Federal highways and neighboring counties.

Interstate Highway 75, which will parallel U. S. Highway 41, will, when completed, allow for more rapid and efficient motor access to market areas. Adequate interchange between this new route and existing highways is provided for, thus assuring Bartow County of full benefits from this interstate highway.

Two railroads serve Bartow County, giving the county both north-south and east-west service. The Louisville and Nashville Railroad offers main-

line service between Atlanta and Chattanooga and Knoxville. The main line of the L & N divides at Cartersville with the western line being routed through Chattanooga to Nashville and the eastern line through Knoxville to Cincinnati. The Seaboard Air Line Railroad offers branch line service to Rockmart and it provides main-line service between Atlanta and Birmingham.

Carload shipments from Cartersville reach New York and Detroit in five days and Chicago in four days. Less-than-truckload shipments require several additional days. Service has been described as satisfactory by Bartow County shippers.

Motor freight service is available from 43 common carrier motor freight lines authorized to transport interstate shipments of general commodities in Bartow County. These lines are authorized to handle shipments to and/or from one or more points within the county. Intrastate shipments are handled by six carriers authorized to serve Cartersville and three carriers authorized to serve Adairsville. Present motor freight service appears quite adequate in Bartow County and its major communities and local shippers have expressed general satisfaction with service.

Airport facilities at Russell Field in Rome, 30 miles west of Bartow County, offer passenger and air freight service via Eastern Air Lines. Atlanta Municipal Airport, approximately 47 miles southeast of Cartersville, provides over 500 daily passenger and cargo flights and offers nonstop service to principal U. S. cities. Cartersville has a 2,000-foot grass-covered landing strip which is located four miles northwest of the city. This general class airfield is privately owned and has no navigational aids.

Two motor bus lines provide service to Bartow County. Cartersville is served by both Southern Greyhound Lines, Inc. and Tennessee Trailways, Inc. Southern Greyhound operates 14 schedules north and 12 schedules south out of Cartersville each day, and three schedules north and five schedules south each day out of Adairsville. Tennessee Trailways provides Cartersville and White, in the eastern section of the county, with five daily north and southbound schedules.

Utilities

Georgia Power Company provides electric light and power service to Bartow County. The city of Cartersville operates a municipally-owned distribution system which is fed by four 110,000 and two 44,000-volt transmission lines of the Georgia Power Company. The community's distribution system has a normal voltage of 11,000 volts. Present substation capacity is 13,000 kva, and peak demand experienced has been 13,565 kw. Georgia Power Company provides electric service to all other communities in Bartow County, including the city of Adairsville which is supplied over two 66,000-volt transmission lines. Substation capacity is 2,500 kva, and peak demand experienced has been 2,232 kw.

The city of Cartersville operates a municipal natural gas distribution system which is supplied from the transmission lines of Southern Natural Gas Company. The city distributes natural gas to customers within the corporate limits, to industry outside the city limits, and to the communities of White, seven miles to the north, and Kingston, 12 miles to the west. The eight-inch transmission line supplying the city system has a capacity of 12 million cubic feet per day and has experienced a 24-hour peak demand of 6,224,000 cubic feet.

Adairsville operates a municipal gas distribution system which first went into operation in November 1962 and presently has 511 subscribers. The system capacity of 480,000 cubic feet per day has already been exceeded by a peak demand of 515,000 cubic feet. Capacity is to be increased to 640,000 cubic feet by November 1963.

Cartersville obtains its raw water from the Etowah River at a point downstream from Allatoona Dam. The water system has a storage capacity of one million gallons and daily pumping and filtering capacities of six and three million gallons, respectively. The city does not presently operate a sewage disposal plant. Sanitary and storm sewers discharge raw sewage into the Etowah River below Cartersville. Engineering planning is underway for a project of approximately \$3,250,000 to provide sewer system improvements and a treatment plant of three million gallons capacity. Engineering design work is also in process for water system improvements to increase storage, pumping, and filtering capacities.

Adairsville obtains its water from a spring located west of town. The water plant has a pumping capacity of 200,000 gallons per day and a storage capacity of 256,000 gallons. The city operates an Imhoff disposal plant with a capacity of 47,000 gallons.

All other communities in the county obtain raw water from deep wells. Sewage disposal in these communities is handled by either septic tanks or cesspools.

Communications

Both Southern Bell Telephone and Telegraph Company and the Western Union Telegraph Company maintain offices in Cartersville. There are two radio stations in the county, both located in Cartersville. Three newspapers are published in Bartow County, two weeklies and one daily (except Saturday and Sunday).

Financial Services

There are four banks and two savings and loan associations in Bartow County. Cartersville has two banks, one a national and the other a state bank. Combined total resources exceed \$16 million. Two savings and loan associations in Cartersville have total assets of over \$7.6 million. The one bank in Taylorsville has total resources of \$937,219 and the bank in Adairsville has resources of \$1.4 million.

Local Development Organizations

The Bartow Industrial Development Corporation is a nonprofit organization with no authorized capital. In the past several years this organization has assisted in the construction of two industrial plants, in land purchase, and in financing.

The Cartersville-Bartow County Chamber of Commerce and that organization's Industrial Committee assist business and industry interested in expanding, investing, or locating new plants in the county.

Civic and community improvement organizations in the various communities are available to assist any group interested in obtaining information about a particular community.

Government

The government of Bartow County is administered by a Commissioner of Roads and Revenue who is elected for a four-year term to serve as fiscal officer and chief executive.

Cartersville, the county seat, is governed by a four-member board of aldermen and a mayor, with the aid of a city manager. Adairsville has a mayor-council form of government, as do White, Emerson, and Taylorsville. Kingston has a mayor and four-member board of aldermen. There is no active local government in either of the two incorporated cities of Euharlee and Stilesboro.

A county sheriff and two deputies operate two patrol cars throughout the county and provide protection the smaller communities. A state highway patrol barracks is located just outside the city limits of Cartersville on U. S. Highway 41.

Cartersville has a 16-man police force which operates three patrol cars. Fire protection is provided by a force of nine paid and 16 volunteer firemen, operating three pieces of mobile fire fighting equipment.

Adairsville has a two-man police force which operates one patrol car. An eight-man volunteer fire fighting force equipped with one pumper unit provides protection in the town.

White and Kingston both have volunteer forces and one piece of mobile fire fighting equipment.

Medical Facilities

The Sam Howell Memorial Hospital, a 61-bed facility, has a staff of eight physicians, seven of whom perform surgery. Six registered nurses and 40 practical nurses are employed. X-ray and laboratory testing facilities are available at this hospital. The county maintains a county health office in Cartersville which is staffed with one doctor, two nurses, a clerk, and a sanitarian.

Housing

Bartow County had 8,561 housing units at the time of the 1960 U. S. Census of Housing. Of this total Cartersville had 2,764 units, 51.4% owner-occupied.

Adairsville had 350 units, 60.8% of which were owner-occupied. The remaining 5,447 housing units were located throughout the county, with the largest groupings in White, Kingston, Emerson, and on the fringes of Cartersville and Adairsville.

Cartersville has a total of 170 public housing units, while Adairsville has 20 units. An additional 50 units are to be constructed in Cartersville prior to the end of 1963.

From August 1962 to August 1963 a total of \$1,075,100 in new residential, commercial, and industrial construction was recorded in Cartersville.

Accommodations and Restaurants

In Cartersville or its immediate vicinity there are two hotels and seven motels maintaining a total of 166 rooms. There are nine restaurants with a total seating capacity of approximately 700. Some 16 additional facilities are capable of accommodating groups of between 50 and 200 persons.

Adairsville has three motels with a total of 45 rooms. A restaurant is operated in conjunction with each of two motels. Five facilities in the community will accommodate groups of between 75 and 100 people.

Kingston has a 12-room hotel with dining facilities.

Churches

Located in Bartow County are houses of worship for the following faiths and denominations: Baptist, Catholic, Christian, Church of Christ, Church of God, Episcopal, Jehovah's Witnesses, Methodist, and Presbyterian. Principal denominations not present can be found in either Rome or Marietta.

Cultural and Recreational Facilities

The Etowah Mounds, three miles southwest of Cartersville, comprise one of the largest prehistoric Indian ceremonial centers in the southeast. The site was occupied between 900 and 1500 A. D. Many carved figures and copper, shell, and stone relics are displayed in the Etowah Museum, which is operated by the Georgia Historical Commission. A new library was recently completed in Cartersville, a branch of the Tri-County Regional Library system. Bookmobile service is provided throughout the county.

The city of Cartersville conducts a year-round recreational program. There are two municipal swimming pools and a private nine-hole golf course

in Cartersville.

The 190-foot high Allatoona Dam forms the 11,500-acre Lake Allatoona, one of the exceptional recreational facilities in the county and a feature attraction for northwest Georgia residents and tourists alike. Two state parks and many private developments have made the reservoir one of the most popular water resorts in Georgia.

Many points of interest, such as ante-bellum homes, a covered bridge, Civil War battlefield, and military cemeteries, can all be found in Bartow County. The county was selected as the 1963 winner in its population category for the "Stay and See Georgia" contest.

Education

There are two school systems serving the children of Bartow County: the Cartersville Independent School System and the Bartow County School System. During the 1961-1962 school year the two systems operated a total of 20 facilities -- 12 elementary schools, one junior high school and seven high schools. The combined average daily attendance for the elementary, junior high and high schools was 6,501. A total of 282 students were graduated from the seven high schools in 1962. A total of 257 teachers provided instruction in the two systems, with a teacher-pupil ratio of 1 to 23 in the Cartersville system and 1 to 27 in the Bartow County system. Teacher base salaries range from a low of \$2,700 to a high of \$5,700. Salary supplements are paid out of local funds, the amount being determined by experience and nature of courses taught.

Although there are no colleges in Bartow County, two four-year liberal arts colleges are located in Rome and Southern Technical Institute, a two-year degree-granting school is located in Marietta (20 miles south of Cartersville). There are 19 degree-granting colleges and institutions of higher learning in Atlanta, including the Georgia Institute of Technology and Emory University.

VII. NATURAL RESOURCES

Minerals

Mining is one of Bartow County's most important economic activities. In 1961 Bartow County ranked eighth among Georgia's 159 counties in the

value of mineral production, according to the U. S. Bureau of Mines Mineral Yearbook.^{1/} The value of mineral production in 1961 was \$3,178,000 -- a decrease of \$121,096 from the 1960 total due to a reduction in the output of manganese, limestone, and slate.

Barite is presently being mined by several firms. When crushed and ground barite is utilized principally for barium chemicals, well-drilling muds, and rubber and paint filler. Bartow County accounts for most of the barite production in the state of Georgia.

Bauxite deposits are found in the northwestern portion of Bartow County and the northeastern portion of Floyd County. Bauxite was first discovered and mined in the United States in the year 1887 in northeastern Floyd County. These deposits are still being mined and brought to Bartow County for drying and shipment.

Iron ore shipped from the Bartow-Polk mining districts during 1961 accounted for approximately 27% of the Georgia total. One Bartow County mining firm is the sole Georgia producer of crude iron oxide pigments and finished pigments. Both tonnage and value for crude and finished pigments increased during 1961.

Limestone is found throughout this section of northwest Georgia, and present production is utilized primarily for making Portland cement and crushed road metal.

Bartow County was the only Georgia producer of manganiferous ores in 1961. The over-all value and tonnage of manganiferous ore (less than 35% Mn) decreased in 1961 from 1960 production.

Commercial ochre deposits in Georgia are confined to the Cartersville mining district in Bartow County. The U. S. Bureau of Mines reported only one producing company and a 6% decrease in value from 1959. Production tonnage also decreased.

Slate is being mined in the northeast corner of the county for use as slate flour and roofing granules. Since slate is included in the total

^{1/} James L. Vallyely and Garland Peyton, "The Mineral Industry of Georgia" (preprint), Mineral Yearbook, 1961, U. S. Bureau of Mines, 1962.

figure for stone (non-metals), specific data on production tonnage and dollar value are not available.

Agriculture

Bartow County has experienced a trend that has been common to the United States over the past 20 years, a decline in the number of farms and in the total number of acres devoted to farming. The following table shows this decline and also the increase which has been achieved in gross farm income from products sold, and the average income per farm from 1954 to 1959.

Table 1
BARTOW COUNTY AGRICULTURAL STATISTICS

	<u>1954</u>	<u>1959</u>
Number of farms	1,519	995
Total acreage of all farms	202,648	165,720
Number of commercial farms	829	585
Average size of all farms (acres)	133.4	166.6
Agricultural products sold	\$4,437,222	\$6,458,580
Average income per farm	\$3,002	\$6,651

Source: 1959 Census of Agriculture

Forest Resources

Pulpwood production has stimulated an increase in forest land in Bartow County and in all likelihood will continue to do so. Commercial forests areas in 1953 accounted for approximately 189,000. In 1961, commercial forests increased to approximately 201,200 acres.^{1/}

The proximity of Georgia's second largest pulp and paper mill, which is only 30 miles from Bartow County, has created an active local market for round pulpwood. Round pulpwood production in the county increased twentyfold during the period from 1949 to 1960, from 916 standard cords to 18,061

^{1/} Timber and Wood Products in the Economic Development of the Coosa Valley Area of Georgia, Bulletin N. S. 91, Georgia Agricultural Experiment Stations, February 1962.

standard cords.

Water Resources

Most of the valleys in the Valley and Ridge Region are underlain by limestone units, which are the largest producers of ground water in this part of the state. One river, the Etowah, and more than a half dozen creeks and streams make up the surface water flow within the county. Several springs and deep wells supply a majority of the communities with ground water for municipal use.

Allatoona Dam, constructed on the Etowah River by the U S. Corps of Engineers, impounds an 11,500-acre lake behind its 190-foot-high structure.

The Etowah River has a flow guaranteed by the U. S. Corps of Engineers of 129,600,000 gallons per day. Flow data for creeks and streams in the county are not presently available.

Cartersville obtains its water supply for the Etowah River, downstream from the Allatoona Dam. Adairsville, located in the northwestern portion of the county, utilizes a developed spring for its water supply which has a flow reading of 5,990,000 gallons per day. Flow readings for undeveloped springs located throughout the county have ranged from 251,000 to 4,730,000 gallons per day.^{1/}

The remaining communities in the county all obtain their water supplies from deep wells. Industrial use of ground water is from deep wells, which, in the Cartersville area, range from 100 to 500 feet deep, producing from 900 to 210,000 gallons per hour.

VIII. RECOMMENDATIONS

An increase in the proportion of Bartow County residents 35 years old and over during the last 20 years indicates the area has been losing its young people to other areas where greater job opportunities exist. During the 20-year period between 1940 and 1960 a population gain of 2,984 people

^{1/} J. T. Callahan, "Large Springs in Northwest Georgia," Georgia Minerals Newsletter, Georgia Geological Survey, Volume XI, No. 3, Autumn 1958.

actually represented an out-migration of nearly 6,000, when births and deaths in the county are considered. A strengthening of the basic economy must be accomplished to retain those members of the present younger generation who remain and to attract skilled young people from outside the county. Only through an aggressive, soundly designed, and actively supported program can the expansion of existing manufacturing and service industries and the addition of new industrial installations, which will provide the requisite additional jobs, be realized. As the basic industries increase in number and size, so will additional opportunities in other areas of the local economy, such as wholesale, retail, and professional.

The 1960 U. S. Census of Population revealed that over 65% of all persons 25 years old and over then living in the county had failed to complete more than eight years of formal education. The current rate at which youngsters in the seventh through the eleventh grades are dropping out of school tends to indicate the existence of a need for creating a stronger feeling of purpose among students and teachers alike. Education in the county has improved within the past 10 years, with the median number of school years completed increasing from 7.4 to 8.0 for the white population and from 5.0 to 6.4 for Negroes.

Various committees of the Cartersville-Bartow County Chamber of Commerce are endeavoring to bring about improvement within the county. The aviation committee is having a survey made of existing facilities at a privately owned airfield located to the west of Cartersville. Today, when aviation plays such an important role in an area's future industrial growth, an airport can be a most important asset. The tourist committee, which has done such a splendid job over the years, was recently rewarded when Bartow County was selected as a winner in its population class in the 1963 "Stay and See Georgia" contest. This committee has undertaken the establishment of a mining and mineral overlook on U. S. Highway 41 in the Cartersville-Bartow County mineral area for the enjoyment of the passing motorist.

At present, engineering studies are underway for added improvements in the Cartersville Water System and for the installation of a city sewage disposal facility. Upon completion of these studies, plans should be made to initiate action upon the recommendations as soon as possible.

A traffic study should be undertaken immediately to determine where improvements are most needed in order to provide for a free circulation of vehicular traffic in Cartersville. Such a study need not be of great expense or of extreme sophistication. Considerable work has already been done by the Coosa Valley Area Planning and Development Commission, especially in the central business district, where the need is greatest. Short and long-range improvement projects should then be scheduled in some reasonable order.

Local merchants in both retail and wholesale fields face very serious and stiff competition from metropolitan Atlanta. Updating and modernization of retail establishments on an accelerated basis and the cooperation of merchants in an over-all downtown development plan should enhance shopper appeal.

In the field of education, an area which merits study is that of consolidation of the two school systems now operating in the county into a unified system. There are presently five white high schools in the county, serving (during the 1961-1962 school year) an average daily attendance of 1,796 high school students. A forward step in this direction was the consolidation of several county high schools into a centralized high school, but further work must be done. Three of the county high schools are within 10 miles of each other and the fourth county high school is 12 miles distant from the Cartersville city high school facility. If an elementary school is maintained within each of the smaller communities and high school education is concentrated in two physical plants, improved teaching staffs, broader curricula and better facilities will be provided at lower cost to county and city residents. It is recommended that a feasibility study be undertaken on the questions of consolidating physical plant facilities, and as deemed appropriate, of combining teaching staffs for the single purpose of providing the best possible education for Bartow County children. Under present conditions each school system has the very sizable financial problem of obtaining funds with which to conduct "complete" academic programs, maintain buildings, and provide competitive salaries.

In light of the recommendations regarding the two school systems, a program of county-wide tax revaluation should be undertaken. Inequities

brought about by varying methods of assessing and collecting taxes have placed a burden upon taxpayers who are paying more than their fair share. The benefits which have been received by nearby counties that have completed such programs of revaluation should be investigated.

The interest of county residents in stimulating future economic growth through a greater emphasis on industrial development is very encouraging. A stronger unity among the several Bartow County communities is needed, however, in order to assure continuing support and industrial progress.